

Avoidable Cancellations

What are avoidable cancellations?

Canceled orders can be frustrating for customers and costly for restaurant(s). Avoidable Cancellations are orders for which the cancellation could have been prevented and the reason behind the cancellation was within the store's control. These orders can be canceled by restaurants, customers, or the Delivery Service Provider (DSP) such as DoorDash, Uber Eats and Grubhub. A high rate of avoidable cancellations can negatively impact a restaurant to lower ratings, reduced visibility in search results, and even potential penalties by the DSP.

Target benchmark

**Less
than 1%**

The impact of avoidable cancellations



Customer complaints

Frustrated customers lead to negative reviews, complaints, and a decline in future orders and loyalty.



Lost revenue

Each avoidable cancellation directly impacts a restaurant's bottom line by reducing potential earnings from food sales and delivery fees.



Damaged reputation

Avoidable cancellations damage a restaurant's reputation and lead to a negative experience, eroding customer loyalty and reducing repeat business.



Lower ranking

DSPs rank a restaurant lower in search results if it continuously falls below benchmarks, making it harder to receive orders and giving the restaurant a competitive disadvantage.



Store downtime

Delivery service providers may deactivate your restaurant due to excessive driver wait times, leading to lost sales and reduced customer accessibility.

4 tactics to improve avoidable cancellations

01 Accurate menu information

Validate that all menu items listed are available; a frequent problem is out-of-stock items, especially seasonal items.

02 Maintain correct store hours

Ensure a restaurant's hours are up-to-date and reflect special hours and holidays; if a driver arrives to find the restaurant closed, it is an avoidable cancellation.

03 Order handoff

Create a process for the crew to double-check every order handed to the driver for accuracy.

04 Driver wait times

Focus on clear communications and in-store signage to avoid long wait times for delivery drivers.