

# Avoidable Wait Time

## What is avoidable wait time?

An avoidable wait occurs when a delivery driver waits for an order longer than the estimated preparation time. This estimated time is typically provided through a tablet or point-of-sale integration, or it may be set by the delivery platform based on the restaurant's real-time and historical data.

## Target benchmark

**3 minutes + 30 seconds**

## The impact of long driver wait times



### Customer complaints

Frequent delays can lead to customers receiving their orders later than expected, resulting in complaints and decreased satisfaction.



### Lost revenue

Excessive wait times can lower customer ratings, deter drivers from accepting orders, and ultimately decrease revenue.



### Damaged reputation

A reputation for long driver wait times can negatively impact your restaurant's image and customer loyalty.



### Canceled orders

Customers may become frustrated with lengthy wait times and cancel their orders, even after the preparation process has begun.



### 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 driver wait times

01

### Accurate prep times

Ensure your prep times accurately reflect your team's capacity to avoid unnecessary delays.

02

### Dedicated delivery support

Assign a staff member to assist delivery drivers, answer questions, and process orders efficiently.

03

### Clear pickup area

Designate a pickup area for delivery drivers to avoid confusion and reduce wait times.

04

### Detailed instructions

The merchant portals should provide clear instructions to guide drivers through pickup and address potential issues.