



# How To Offer A Profitable Pizza Delivery Service

## Get Your Slice of the Pie With These Pizza Delivery Tips

Nearly 80% of all U.S. pizzerias offer delivery. If you're among them, or are considering adding the service, you'll want to make sure you not only create a positive customer experience, but that your operation also is profitable and efficient.

Follow these tips and best practices to optimize your delivery service and improve your pizzeria's bottom line.





## Delivery Service Setup & Management

Whether you already offer delivery service or not, making sure your systems and operation are set up efficiently will position you for greater success:

- Make sure that your **POS system is updated** and supports delivery service.
- Set up a dedicated phone and **order-taking area** that is out of sight and earshot of dine-in customers.
- **Explore technology** such as online ordering apps like UrbanSpoon, Slice, or even your own proprietary app.
- **Order supplies** such as boxes and delivery bags, making sure they not only look good, but have proper ventilation and are sturdy enough to handle every type of pizza you offer.
- Determine if you need additional **prep space**, ovens, storage or staff to accommodate the increase in business.
- **Hire drivers.** Seek the advice of an attorney as to whether you should hire independent drivers or hourly employees depending on your state and local labor laws.
- Consider including the cost of **delivery vehicles** in your budget. It might be less expensive upfront to have your employees drive their own vehicles, but it's not a long-term solution because of high insurance costs and liability issues.
- **Develop policies** for acceptable forms of payment and the amount of change drivers carry on them. Put this information on your delivery menu so customers know what to expect.
- **Determine what you'll charge.** Many customers have grown accustomed to paying a small fee for the convenience of delivery, and it can help recoup costs.
- **Establish your geographic delivery area.** If in an urban area, it may be only a few miles, while pizzerias located in smaller rural towns may offer delivery up to 10 or more miles away. If you're in an urban area where weather permits, consider delivering on bicycles to reduce wait time and fuel costs.



Consider dough balls or par-baked crusts to cut down on prep and cooking time, and take up less space in your kitchen while still being able to offer high quality custom pizza for dine-in and delivery.



## Getting the Word Out

There are many creative ways to market and advertise your delivery service—some more traditional and others more innovative.

- Purchase eye-catching car toppers for your delivery vehicles.
- Provide uniforms for your drivers—another branding opportunity, and it helps put customers' minds at ease.
- Train drivers to leave door hangers on neighbors' doors when making deliveries.
- If drivers aren't needed immediately after a delivery, have them hand out flyers or coupons to area businesses.
- If you know of a large pool of potential customers in an office complex or factory, market to them as a group. For example, all orders placed between 10:30–Noon will be delivered to the main entrance at 12:30 p.m.
- Consider a food truck if you have a large enough customer base in an area.
- Use social media to engage your customers and promote your delivery service.
- Print special coupons, such as 20% off your first delivery order, to entice customers to try delivery—hand them out to your dine-in customers.
- Promote your delivery service with signage inside your restaurant.
- Hand out refrigerator magnets imprinted with your contact and delivery information so your pizzeria is always top-of-mind.
- Connect with leaders at local schools, organizations and clubs to let them know you can deliver for their next gathering.
- Offer a special coupon code exclusively for attendees of a certain community event.
- Is the pizza for a party? Include coupons for a free dessert or appetizer item for attendees to use on their next order.



Don't forget the impact of rewarding drivers and employees for a job well done. Happy employees make for happy customers who will, in turn, spread the word about their positive experiences.





## Training & Customer Service

Any restaurant owner or manager will tell you, the food is only half the battle. Proper training will go a long way to making your delivery operation profitable and improve your reputation:

- Train staff on how to take orders, get any special directions, properly estimate delivery times and set clear customer expectations.
- Before your delivery drivers leave the restaurant, instruct them to double check all orders for accuracy, including drinks, side items and sauces.
- Set proper behavior expectations for delivery personnel (e.g., Don't show up with radio blaring, have a good attitude, be polite, etc.)
- Bring condiments, napkins or other items a customer may have forgotten.
- Leave a menu and encourage drivers to make recommendations of new menu items.
- Establish guidelines and empower drivers to make decisions, such as offering coupons or discounts if there's an incorrect order or longer than expected wait time.
- Emphasize driver safety—there's no faster way to ruin your pizzeria's reputation than to have a vehicle with your company's logo involved in an accident.
- Develop safety protocols (e.g., carry a maximum of \$20 in change to deter thieves, carry a cell phone, make deliveries to hotel lobbies, don't enter a customer's home, etc.)



Hire delivery staff for their personality as much as their skills to build connections with customers and be brand ambassadors over time.

Make sure you're capitalizing on all the opportunities and reaping the benefits of offering delivery to your customers so you can increase your customer base, reputation and profits.

*Don't compromise your dine-in service at the expense of adding delivery! Contact us to talk about how we can help you handle both operations by creating efficiencies with our pre-made dough balls, pizza crusts and authentic sauce recipes. . [Visit us online](#) or call **920.662.0304** today.*



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