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Customer Success Story



Fountain automates the engagement of delivery drivers to give Deliveroo a big advantage in a competitive gig economy market



From founding to 5th largest food delivery company in the world in 3 years

Since its inception in 2013, food delivery startup Deliveroo has become one of the largest food delivery companies in the world. They have raised \$860 million dollars and serve 12 countries and counting.

This exceptionally fast growth has been fueled by Deliveroo's 30,000 riders across the globe, about half of which work in the UK. Operating in some of the most competitive and metropolitan cities in the world, Deliveroo is constantly fighting to be the preferred company of riders in cities such as London, Paris and Melbourne, above competitors such as UberEats and Just Eat.

Tom Morrison, Deliveroo's Head of Supply Operations, leads the team responsible for supplying all 120 markets across the UK and Ireland. He has been using Fountain for almost 3 years and says that Fountain is indispensable to his team.

Tom Morrison

Head of Supply Operations for the UK and Ireland



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Cutting time-to-onboard in half

- **Reduced applicant screening time by 250%**
- **Allowed team to process 10,000 applicants per week**

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Today, Deliveroo handles up to 10,000 applicants per week just to maintain its rider pool & growth. In order to process this volume, the team has worked to develop an efficient and streamlined application flow.

Previously, it could take 3.5 weeks on average to onboard each rider. Now, diligent applicants can make it through the whole process in a single day. “In today’s competitive work environment, the longer and harder the application and onboarding process is for an applicant, the lower conversion rate you will see. The applicant gets bored, they drop out, they get another job, they’re not engaged, which makes the challenge of meeting demand even harder. With a shorter process, we get riders on the road quicker.” Morrison said.

So how has he achieved a 250% reduction in the time taken to onboard riders? By automating most of the process.

Automating the process to deliver a pool of qualified applicants on-demand

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Instead of having his team sift through each application, call each applicant, and manually prod them to submit information, complete documentation, and set up background checks, the entire front end of the process is now completed automatically.

Today, an applicant moves from stage to stage seamlessly. When they arrive in the queue for the Engagement Team to onboard, they have already passed all relevant background checks, completed a set of online learning questions, submitted their bank details, provided all of their relevant personal information, and signed a supplier agreement. The final in-person steps are limited to Right to Work verification and picking what safety kit each rider wants before they get on the road.

This automated process also allows Deliveroo to easily ramp up rider supply in periods of high demand while maintaining a rigorous onboarding and screening process.

A/B testing and adjusting the screening process to improve conversion rate

“*Fountain has not only allowed us to manage more applicants, but it has allowed us to test and adjust our process over time, which is the most important thing for a growing company*”

— Tom Morrison, Deliveroo's Head of Supply Operation for the UK and Ireland

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In the past, Deliveroo considered building an onboarding solution in-house, as several competing companies have done, but he decided that it would be far more costly and less flexible to do it that way. The biggest factor is the ability to easily test different tactics to increase conversion rates, like reordering the steps in the application process or changing the communication pattern.

Tom stated, “Fountain has not only allowed us to manage more applicants, but it has allowed us to test and adjust our process over time, which is the most important thing for a fast growing company.”

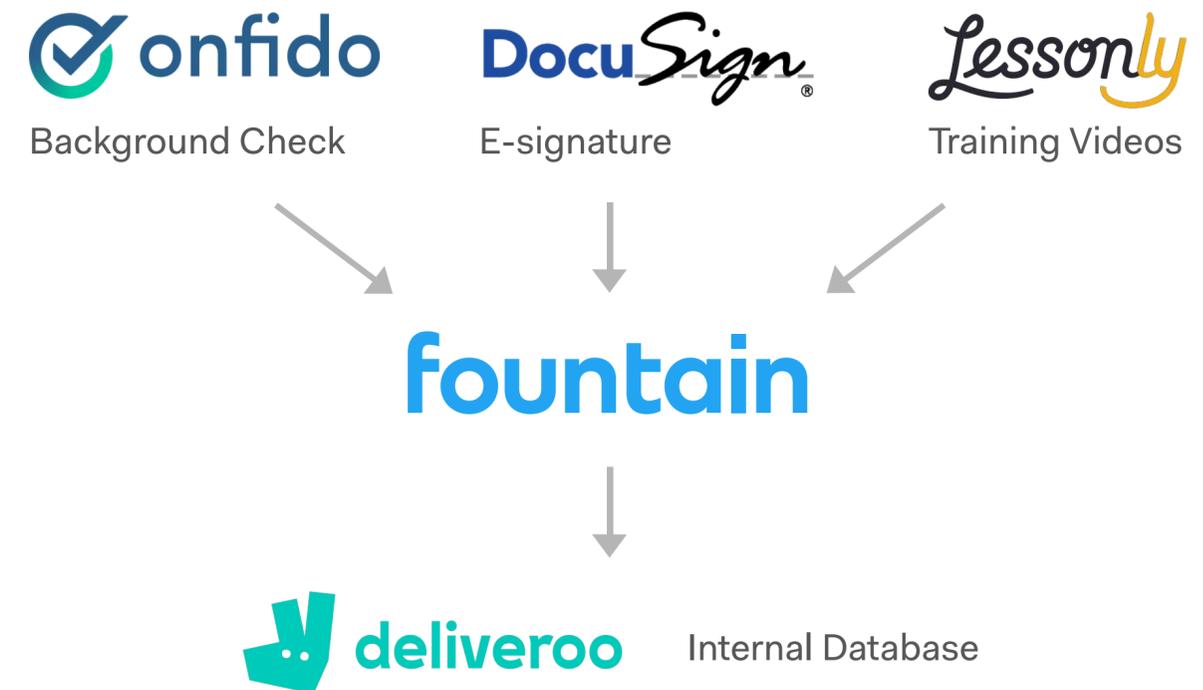
He doesn't need to go through a time-consuming process with engineers scoping out requested changes and trying to schedule them weeks in advance. Instead, completely non-technical members of his team can change workflows and create A/B tests. This flexibility has allowed Tom and his team to hone their strategy to keep up with the fast-growing demand.

Seamlessly integrating all of the other technologies

Tom uses a variety of technologies to manage different portions of the rider onboarding process, and Fountain integrates seamlessly with all of them. Like many companies, Deliveroo uses a variety of internal and external support systems for background checks, learning materials and document signing.

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Applicant data flows between all of these systems automatically with no need for double entry or spreadsheet imports.

This was immensely important to Tom because without these integrations the process would need to be much more manual.

Stats box

What Deliveroo has accomplished with Fountain

- Reduced time taken to onboard riders by 250%
- Allowed team to process 10,000 applicants per week
- Integrated with background check, training, and e-signing software
- Provided easy A/B testing to increase conversion rate

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