Scalefusion helped Foodpanda mitigate its business challenges with top-notch product features

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Industry:
Online Food-Delivery

Platforms:

Deployment Scenario:
Mobile Device Management/Kiosk

About the Company

One of the leading online food delivery brands, Foodpanda is headquartered in Berlin, Germany and operates in 15 countries. Being used by over 36000 restaurants worldwide across 260+ cities, Foodpanda aims to simplify the entire food-delivery process through a mobile app, which ensures that the food gets delivered to the customers in an easy, timely and transparent manner. The mobile app helps the customers to explore the local restaurants, their delicacies, availability of food, price and discounts, reviews and ratings, and let them place an order smoothly and serve them through a seamless delivery process.

Business Goal

Being on the food delivery business, Foodpanda understands the importance of staying ahead of the competition by being relevant, efficient and trustworthy for its customers – including the restaurants and the individuals who order food via the mobile app. It is crucial for the company to maintain a seamless and transparent process of order-receiving and food delivery, which is possible only by embracing productive and dynamic business operations. The company doesn't only believe in delivering fresh food from the restaurant at the customer's doorstep, but also in building a connection with its customers based on trust, superior experience, and reliability. Employee productivity and enhanced customer experience play a huge role in their success.

Business Challenges

The meal-delivery business of Foodpanda is based on the 'Food on Demand' model wherein customers place a food-order through the company app, and the details are shared with the restaurants on the devices provided by Food-panda. Once the food is prepared, the same is picked by the delivery guys who also carry the company-owned mobile devices to stay notified about delivery address, location, route, and other necessary business information. The challenges occurred when these Foodpanda-provided mobile devices used by restaurants and delivery staffs were not being used optimally for business-only purposes. Also, it was important for the company to track the location of those devices. A seamless process of managing device inventory was also missing. It also became necessary for the company to eliminate unnecessary data-cost and restrict downloading of unwanted apps on the devices.

How Scalefusion Helped Foodpanda

Scalefusion MDM solution has proved to be a perfect solution for Foodpanda's challenges as it offered more than what was expected out of the software.

The company leveraged Scalefusion's kiosk mode solution to successfully lock down the devices provided to the delivery staff and the restaurants, which simplified and streamlined the entire order-receiving and delivery process.

Apart from that Foodpanda utilized the following features offered by Scalefusion:

• Custom branding on all company-owned devices
• Device location tracking in real-time
• Private AppStore to publish and update apps remotely
• Restrict downloading of non-business apps on the devices
• Effective device management by creating groups and profiles

Business Benefits Experienced by Foodpanda

Working with Scalefusion has made Foodpanda appreciate several business benefits. Some of the key proven results are:

• Kiosk mode allows the company IT admin to block access to device settings that stopped any sort of fiddling with the devices, which reduces device maintenance cost.
• Device downtime is reduced drastically as the business apps got updated remotely on a timely basis.
• Employee productivity has doubled in a short span of time due to restricted access to the internet and non-essential entertainment apps.
• The private AppStore allowed the company to publish and update important business apps remotely on the devices
• Restricted access to apps and the internet through kiosk mode has helped the company reduce the data cost to a large extent.
• The location tracking feature made sure that the company devices/assets are always under surveillance.
• Effective device management and focused device usage led to faster issue resolution and better customer experience.
• Scalefusion DeepDive enabled the company IT admin to have a bird's eye view of all managed devices and a tighter grip on the device inventory.

About Scalefusion

Scalefusion

Scalefusion MDM allows organizations to secure & manage endpoints including smartphones, tablets, laptops, rugged devices, mPOS, and digital signages, along with apps and content. It supports the management of Android, iOS, macOS and Windows 10 devices and ensures streamlined device management operations with InterOps.

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