There’s a moment we’ve all experienced. We open the fridge and take a cursory inventory of its contents. We check the pantry quickly. By the time we take a quick glance at the vegetable bowl, it’s mostly performative. We’ve made up our minds to order in. When you get to enjoy food from your favorite restaurant at home, it feels like magic. Here you are savoring your favorite dish, prepared by someone whose culinary skills might chart a bit higher than yours, all without leaving the comfort of your home.

“Airkit provided us with an automated and digital onboarding experience for our partners by integrating with Salesforce. We’ve been able to transition over 50% of new restaurants to fully automated onboarding.”

Steve Puchala
SVP of Restaurants, SkipTheDishes

SkipTheDishes Streamlines Restaurant Onboarding Using Airkit

SkipTheDishes makes experiences like these possible, connecting over 27,000 restaurants across Canada. Using Airkit, SkipTheDishes was able to streamline their restaurant onboarding program, drastically increasing the number of restaurants on their platform in record time.

By acting fast and efficiently, SkipTheDishes was able to not only expand their network in record time, they also gave restaurants affected by COVID-19 a critical avenue of income right when they needed it most.

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<th>2x</th>
<th>40%</th>
<th>50%</th>
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<tr>
<td>number of partners onboarded per month</td>
<td>reduction in onboarding time</td>
<td>of new restaurants to fully automated onboarding</td>
<td>of customer onboarding completed in a touchless manner</td>
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Building for the Restaurant Industry

SkipTheDishes, also lovingly referred to as Skip, is always working to uplevel their customer experience. Skip’s customer service teams and sales specialists constantly tweak their onboarding flows to serve users working in an environment quite different than their own.

Every moment counts for restaurant managers and owners working in the fast-paced, at times unpredictable, world of foodservice. They don’t have the time to wrestle with inefficient processes or unclear application flows.

These restaurant owners also might not have a singular chunk of uninterrupted time where they could complete an onboarding process in one fell swoop. Knowing this, SkipTheDishes invested early in a user-friendly, omnichannel way for restaurants to join their platform using Airkit.

Every moment counts for restaurant managers and owners working in the fast-paced, at times unpredictable, world of foodservice.

Fine Tuning a Touchless Onboarding Process

At the start of 2020, SkipTheDishes began using Airkit to fine tune their restaurant onboarding process and allow restaurant owners and managers to onboard at their own pace through Skip’s website, leveraging the Airkit touchless onboarding experience.

At this moment, first impressions are everything. SkipTheDishes is essentially greeting their restaurant partners right when they walk through the door. Everything has to be seamless from the moment a restaurant first enters their name into Skip’s mobile app, to the moment they receive their tablet from Skip and are online, taking orders on the platform. But, Skip can’t deliver an experience like this without a clear picture of their customers’ journey. That’s where Airkit comes in.
Keeping Track of the Customer Journey with Airkit

Airkit’s intuitive SaaS platform connects restaurants’ onboarding information to Skip’s Salesforce instance, allowing Skip’s sales team to keep track of where restaurants are in their journey and follow up if they need any help.

With Airkit’s Salesforce integration Skip has all the information they need to provide a tailored customer experience, all without waiting on complex application development or costly engineering cycles.

When a new restaurant signs up with Skip, Airkit automatically creates a record in Skip’s Salesforce database so their sales team can make sure that particular partner has everything they need to onboard successfully.

Airkit automatically listens for changes to a restaurant’s Salesforce record and responds accordingly, providing the right information a restaurant needs at the right time via email or SMS in both French or English.

“Restaurants say it’s simple, it’s easy, and they’re excited they’re getting SMS. All the feedback I’ve got so far is that it’s been a wonderful experience,” says Amanda Toderan, who leads SkipTheDishes’ onboarding team.

Skip designed this customer-centric experience in Airkit’s intuitive low-code environment, enabling them to build an automated process that scales alongside their user growth, allowing their sales and customer support teams to do more with the same number of employees.

By automating repetitive processes that typically required manual intervention, Skip was able to deliver the critical information their partners count on faster, without partners having to ask for it. This might mean automatically sending a restaurant the tracking number for their Skip tablet, or sending a restaurant a custom link to preview a menu before it goes live on Skip’s platform. Using automatic updates and easily tracked records on Salesforce, Skip keeps its partners and sales teams in the loop throughout the onboarding process.
The Race to Scale in the Wake of a Pandemic

In early March of 2020, the ability to streamline restaurants’ onboarding became less of a luxury and more of a necessity. As COVID-19 spread throughout the world, restaurants were forced to shut down indoor dining, depriving them of a critical source of income during an incredibly trying time. SkipTheDishes offered restaurants an essential avenue to reach their customers, they just had to be sure they could accommodate the demand.

The number of new restaurants pouring into the SkipTheDishes platform was unprecedented. Skip had deftly dealt with elastic scale in the past, launching support for major brands like 7-Eleven or McDonald’s in major metropolitan markets. But, those spikes paled in comparison to what Skip saw in the spring of 2020.

Using Airkit to automate their onboarding flow, SkipTheDishes was able to more than double the number of restaurants they usually onboarded per month. They didn’t have to hire any additional staff, or burn the candle at both ends. They simply had the right tools they needed to accommodate incredible demand.

At this moment, speed was exceptionally important. Restaurants were scrambling to find new ways to stay afloat and stay connected with their loyal base of customers. The team at SkipTheDishes acted quickly, working in conjunction with the Airkit team to monitor the rollout of a fully-touchless onboarding experience for their restaurant partners.

This self-guided onboarding flow gave restaurants the ability to control their journey, and to get up and running on the SkipTheDishes’ platform fast. Instead of following a legacy model of onboarding, requiring restaurants to call into a customer support line or wait for a manual process to be completed, SkipTheDishes used Airkit to move swiftly and efficiently. “Airkit provided us with an automated and digital onboarding experience for our partners by integrating with Salesforce.

Airkit gives Steve’s team the ability to follow up with restaurants and get a cohesive, up-to-date snapshot of how they’re doing all from one central place — Salesforce.

We’ve been able to transition over 50% of new restaurants to fully automated onboarding, with over 80% completing at least some part of their onboarding in a touchless manner,” said Steve Puchala, SVP of Restaurants at SkipTheDishes.

SkipTheDishes is investing the time they saved in onboarding restaurants to keep improving the network experience platform. Airkit gives Steve’s team the ability to follow up with restaurants and get a cohesive, up-to-date snapshot of how they’re doing all from one central place — Salesforce.

Prior to using Airkit, Steve’s team had a lengthier digital commute, stopping off at different CRMs, databases, and systems of record to find the information they needed to provide customers with a tailored experience. Now, all of that information gets pulled in by Airkit into one easily accessible place, saving the Sales team time while enabling them to deliver a better experience.

SkipTheDishes embodies the spirit of the restaurants they serve. They’re always looking for a way to create a truly unforgettable experience for their customers. With Airkit, they’ve found a way to deliver that exceptional experience at scale, helping restaurants continue to push their businesses forward until they can open their doors to their diners in the future.

Interested in learning more? sales@airkit.com | (650) 459-2377 | www.airkit.com