To Study the Impact of AI on Business and Customer Services - A Case Study on Swiggy

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Abstract: *In the food delivery sector, the usage of artificial intelligence (AI) technologies has grown significantly. An important player in the Indian market for online food ordering and delivery, Swiggy, has been looking into how AI could improve its business processes and customer support. This topic intends to analyze the research on artificial intelligence (AI) utilisation in the food delivery sector and investigate its possible uses for Swiggy. The paper covers several AI applications and their effects on many business elements, such as logistics optimization algorithms, NLP-based chat bots, and picture recognition-based recommendation systems. According to the study, Swiggy could boost customer service, increase delivery efficiency, and give users tailored recommendations if it used AI. However, it is essential to assure the moral use of AI and address any potential privacy and prejudice issues. The study comes to the conclusion that AI offers a lot of potential for enhancing Swiggy's business processes and customer service, which would eventually improve customer satisfaction and retention. To do the findings of this topic the sample size of 400 restaurants were taken into account to know the customer preference and the service provided by the restauramt partners in the Swiggy platform and to rectify there problems and issues faced by them in accepting the orders and their online presence in the Swiggy app so that there customer ratings and service can be increased.*

Keywords: Artificial intelligence, swiggy, food delivery, customer service

I. INTRODUCTION

Food Delivery Giant Swiggy Use AI & ML to Drive Growth.

In India right now, online food delivery services are expanding and thriving. The user bases of major food delivery services like Swiggy and Zomato significantly increased. And by incorporating AI and ML into their solutions to improve user experience, these internet titans hope to increase profits.

With the data gathered over the years from food orders and consumer consumption patterns, food-tech companies like Zomato and Swiggy are turning to ML to accelerate their company growth. More than 1 million orders are managed by Swiggy and Zomato each day across more than 300 cities. Additionally, the user's previous order preferences affect each order.

Zomato has more than 1.5 lakh restaurant partners, while Swiggy has amassed more than 1.3 lakh over the years. And because there is such a large supply, these food tech titans are using data to determine demand. For instance, Swiggy uses real-time and order history data to shorten wait times for users and keep them coming back.

Artificial intelligence (AI): What is it?

AI is a machine that behaves exactly like a human being. The field of artificial intelligence (AI) focuses on creating intelligent machines that can carry out tasks that typically require human intelligence.

These devices have been programmed to behave and think like people. They exhibit characteristics of the human intellect, like learning and problem-solving.

AI has countless applications because it has already been used in a number of industries and is still being researched in others.

ML stands for machine learning.

AI includes machine learning as a subset. It focuses on using lessons from past mistakes to improve decision-making or forecasting accuracy over time.

In this situation, algorithms are designed to find patterns and features in large amounts of data in order to generate judgements and forecasts based on fresh data.

ML describes computer programmes that automatically absorb and modify new data without human intervention.

Knowing how AI and ML are applied widely in the food business for consumer convenience and improved growth is crucial.

Market for Food Delivery in India:

You must already be aware of how much the Indian meal delivery sector has expanded in recent years even without being told.

The market for online meal delivery in India has grown by 16% and is projected to reach a value of USD 17.02 billion by 2023.

Research shows that convenience at home, special offers, refunds, and ordering various cuisines from many locations on a single platform are the most popular reasons people buy food. Bangalore is the city having the most online food orders out of all of them.

The food delivery apps increasingly rely on acquisitions and collaborate with logistic companies to deliver their packages in a certain industry.

Swiggy and Zomato Drive Growth with AI & ML:

Swiggy uses AI to distinguish between vegetarian and non-vegetarian dishes. Without taking into consideration any language limitations, NLP aids businesses in providing services over large geographic areas. This enables Swiggy to find utilising certain well-known phrases that customers might use to obtain precise results.

Additionally, Swiggy uses AI to personalise its user interface based on each user's unique requirements or preferences.

Instead of relying just on a customer's location, Swiggy employs data analytics to offer each one a list of eateries based on their interests. By combining the consumers' historical food preferences with the food graph, Swiggy may create a customized feed on the site.

Additionally, AI enables Swiggy to efficiently fulfill its promises to users and assure precise delivery.

Through personalization and enhanced features, Zomato employs ML to improve product UX and increase productivity in their operational and commercial sectors across online ordering and restaurant partners.

Online meal delivery services have benefited greatly from AI, which helps them carry out their responsibilities in a methodical manner.

Additionally, these tech behemoths improve their logistics by optimising routes for each delivery driver using artificial intelligence and machine learning technology.

Additionally, these food tech behemoths are collaborating with AI app development firms to create more alluring items than rivals. Additionally, they may employ AI to provide their users with a better restaurant ordering experience by providing chatbots or voice support, recommendation engines, and much more.

The Future of AI and ML in the Sector of Food Delivery

India is making every effort to integrate AI on a larger scale, but obstacles including a lack of adequate infrastructure, funding, and a skill shortage still exist. Accuracy, productivity, and access to subject-matter experts from AI can revolutionise the way we manage the food market.

However, in a developing nation like India, AI is still performing admirably. India should be acknowledged as having the third-highest number of startups using artificial intelligence in the G20 in 2016. Regarding the industry of online meal delivery, it is thriving and offers great potential for growth in the future.

With the advancing technologies, we have seen many changes in the lifestyle of the people. Now, people are using online food delivery platforms like Swiggy, Zomato, Food Panda, Uber Eats etc., to name a few. It has become a kind of convenience after a long and hectic working hour. This concept of ordering food online has captured very large area in very small-time span, and it has spread its wings in small towns also. In Raipur, mainly we can see the usage of Swiggy and Zomato to a large extent.

About Swiggy-

Founded- August 2014

Founders-Sriharsha Majety, Nandan Reddy, Rahul Jaimini

Headquarters- Bangalore

Key people- Sriharsha Majety (CEO) · Rahul Bothra (CFO) · Dale Vaz (CTO)

Owners- Prosus, SoftBank, Accel

Number of employees- 6,000 (2023)

Parent- Bundl Technologies Private Limited

Subsidiaries- SuprDaily, Dineout

In the online food ordering and delivery market, Swiggy is one of the well-known competitors that operate in India and several other nations. Below is some information about the Swiggy business model.

i. Business Model:

Swiggy uses a full-stack business strategy, which means they manage every aspect of delivery from order placement to delivery by using their own fleet of delivery partners.

ii. Market presence:

Swiggy offers its services in more than 500 Indian cities and has a significant foothold in the country's major cities. They concentrated on quickly growing their delivery network, and they have significantly increased their market share.

iii. Delivery Efficiency:

Swiggy has developed a reputation for providing dependable and effective delivery services. Through the use of its own fleet of delivery partners, they are able to precisely monitor and streamline the delivery process, resulting in quicker delivery times and higher levels of client satisfaction.

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iv. Services and Features:
Swiggy has concentrated on providing a simple and convenient ordering process. For a seamless consumer experience, they offer features like real-time order tracking, live updates, and customer assistance in addition to online ordering and delivery.

v. Partnerships and Integration:
In order to diversify their menus, both platforms have partnered and integrated with a variety of eateries and fast-food franchises. They give eateries a platform to expand their consumer base and take advantage of the ease of online ordering and delivery.

vi. Promotions and Discounts:
Swiggy are well-known for their frequent promotional offers and discounts, which serve as incentives for people to select them as their platforms of choice when ordering meals.

vii. Swiggy uses AI for smooth delivery:
Swiggy used AI to increase their order value by more than 200%. The company says the real challenge it faces is making real-time decisions or optimizing its products. They say that when customers decide what to order, delivery managers keep moving and restaurants keep busy with customers and their orders. Finding a balance between these three factors is the real challenge they face.

**viii. Customer satisfaction:**
The company says the first promise it will keep is to deliver the product within the allotted time. They built an AI system where customers will be able to see what they like, when, and so on. on the company's platform. It is designed using AI, making it easier for customers to choose an order.
The platform is designed to understand the language used to refer to the same item by different names. For example, in India, chicken is prepared with different names in different languages, and the AI helps the platform understand that all these different names mean the same dish.

ix. Swiggy's Delivery Executives:
The location of the delivery people is tracked by the company in real time. They find out if the delivery manager is ready to fulfill the order using the AI system. This will help the company confirm the customer's order.
The company also needs to understand whether the leader is new or experienced, this is done through process automation. The delivery person will need to mark it as arrived, when they arrive at the restaurant to pick up the order. The company uses live GPS tracking so they don't click through before they arrive at the restaurant. This helps the business know that they are at the restaurant.
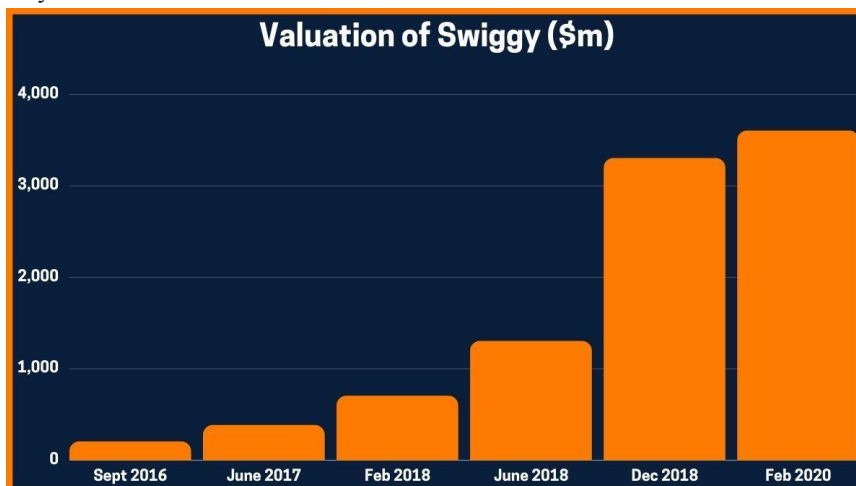
x. Swiggy's AI Solution for Restaurants:

Similarly, restaurants will also face similar challenges. It will take different amounts of time to prepare different dishes. Some can take 20 minutes while others can take up to 30 minutes to prepare. The company has built a system that calculates the time it takes to prepare dishes according to customers' requirements.

Another area the company is focusing on is food quality. Sometimes the customer gets a different dish from the one he ordered. The company built a box that holds a camera, which takes pictures of the food to make sure it's the right food. The company announced that it is a computer vision model based on deep-learning.

xi. Time and space:

The other major factor the company considers is the contribution of time and space. The special feature of on-demand service is that the needs of customers change depending on time and place. The platform understands if it's morning or afternoon and displays restaurants and dishes accordingly.

xii. AI Approach:

A global AI team has been hired by Swiggy. They have employed persons who have several PHDs from foreign universities as well as prominent scientists from GE research and IBM.

They have established a distinct team that is only involved in applied research. The data science team is not the same as this team. While there is a team that focuses on immediate issues, this team will focus on resolving the issues of the next 100 clients.

The business receives about 40 billion communications daily and gigabytes of data every week. Swiggy has sought to create machine learning models using this data. According to the business, they have also teamed to obtain data from third parties.

Swiggy is also working on artificial intelligence for computer vision, such as the automatic capture and file conversion of images of menus.

They look forward to collaborating with external research institutions and companies to develop long-term capability. Additionally, Swiggy has partnered with a number of academic organizations and universities to sponsor research projects and creative concepts.

University students and Swiggy scientists will be able to collaborate at this stage to create novel models. They've collaborated with numerous companies as well as Amazon Web Services.

Swiggy's use of AI is revolutionizing convenience

Swiggy used to be a name that was instantly associated with food delivery until around two years ago. We took great delight in being referred to as "Hunger Saviours," and many of our clients still think so. While the story about "delivering unparalleled convenience" in the food industry persists today, we have advanced far beyond the concept of hyperlocal food delivery.

Convenience today takes on a very different form. Access to previously common, local services and goods is now more important and challenging due to safety, health, and work from home. Daily checklists now prioritise having access to daily groceries, wellness goods, and even medications, but Swiggy has already been planning for this urgent requirement long in advance of the epidemic at that times.

The goal of providing "Unparalleled Convenience" took a pretty novel turn in 2018. We put ourselves in our customers' shoes and began to comprehend the elements that would perhaps make their life easier while giving them time that would have been lost for typical use-cases. The result was the creation of Swiggy Stores, Swiggy Go (now Genie), and Swiggy Daily, three product offerings available to millions of users nationwide and each created to address particular life scenarios for them. Sounds perfect, but hold on! Additionally, our spidey senses detected the intricacy that comes along with rapid business expansion.

We consulted our engineering and AI teams in order to address this difficulty. Our CTO Dale Vaz explores the intricacies of complexity in this session and outlines our methods for resolving it. So relax, order a cup of coffee with Swiggy, and take in the show.

Use of artificial intelligence by Swiggy to level up customer experience

1. Computerized order entry and fulfillment

An AI-powered chatbot that accepts and handles consumer orders has been created by Swiggy. The bot is accessible round-the-clock and is able to comprehend and answer questions in normal language. Due to the automation of order taking and processing, clients now have a more effective and hassle-free overall experience with Swiggy.

2. Food suggestions

Customers receive dish recommendations from Swiggy's AI-powered recommendations engine based on their past orders and preferences. Customers can discover new foods that they might enjoy and also save time by not having to look through the menus of several eateries.

3. Customized Offers and Discounts

Swiggy customizes discounts and offers for its customers using AI. To provide customized discounts and deals, the platform considers a Customer's Order history, geography, and other data. This enables Swiggy to provide its clients more pertinent and targeted offers, increasing customer happiness.

4. Enhanced Client Support

Last but not least, Swiggy's usage of AI has boosted customer support. Chat bots with AI can answer client questions around-the-clock, which has increased customer happiness.

5. Detection of Fraud

Swiggy's scam enabled by AI Detection technology aids in locating and stopping fraudulent activity on the platform. This covers issues like fraudulent reviews, restaurant fraud, and fraud by delivery personnel. Customers of Swiggy benefit from a safer and more reliable experience thanks to this.

1.1- Research Objectives:

The main objectives behind this research are as follows-

- To study the acceptance of AI tools and services provided to restaurant partners by swiggy to ensure smooth ordering of the food for consumers.
- To analysis the effectiveness of the use of the AI tools and services by the restaurant partners for consumers.

1.2. Scope of Study:

The scopes of this study are as follows-

- This study can be further extended to the customer point of view to analyze the effectiveness and attractiveness of the restaurants listed on Swiggy app.
- The study can also be used to know more about how both food delivery apps are different in their business-like AI technology used, their profit margins, trends in previous years etc.
- The study can include other emerging food delivery apps like Zomato, ONDC, Uber Eats, etc to further compare them in different areas and the tools provided by them to the restaurant partners.

1.3. Limitations

The limitations of this study are-

- It includes only the restaurant owner's experience regarding Swiggy tools provided to them.
- The area of research is only limited to Raipur Area.
- As this research is purely based on the restaurant owner's point of view, it may differ to the reality.

II. LITERATURE REVIEW

- According to SH Gondaliya, AK Sharma (2022), several years ago, the restaurant industry focused on guest satisfaction; today, it focuses on customer delight. Technology like AI, ML, and CV are very important in

achieving this. Additionally to restaurants, street vendors, small farmers, local dairy producers, etc. will use using technology to boost their sales. This would advance the circular economy and move Atmanirbhar Bharat—our nation towards self-sustainability—ahead. We can draw the conclusion that artificial intelligence (AI) has the potential to fundamentally change the restaurant industry.

- According to Dr.R.RAMAN, K.Priya (2022) this study clearly demonstrates the numerous positive effects and potential uses of AI in the food business. In the food industry, artificial intelligence is still in its infancy. By encouraging equitable and healthy productivity for both consumers and employees, artificial intelligence (AI) has the potential to completely transform the food processing restaurants. The food business and restaurants are also benefiting from artificial intelligence and machine learning by disposing of less food and beverage wastefully. More customization, quicker response times, voice-activated searches, and more cost-effective packaging and delivering are all made possible by this.

- Applications powered by artificial intelligence (AI) are more functional, and practitioners have discovered that as a result, retail performance is enhanced, which enhances the consumer experience (Malodia et al., 2021). The extensive use of AI in business is viewed as for figuring out how to conduct business in the age of developing technologies (Awan et al., 2021). AI can fill the gap between a company and a potential customer. Reinforcing customer journey needs, offer details, and activate a system for filing complaints (Paschen et al., 2019). In order to better understand emerging markets, it is crucial to comprehend how AI fits into the consumer journey. Marketers can communicate with customers using a variety of AI strategies.

- Without a human interface, AI is capable of learning, feeling, and thinking. Independent AI is capable of updating and making intelligent decisions driven by self-improving algorithms (Sujata et al., 2019). Marketing managers can use a combination of methods to entice customers to make purchases by using AI to target specific audiences. For instance, AI can assist marketing managers in comprehending when and why a particular discount voucher is accessible to customers, improving the precision of marketing initiatives in the chosen market segment (Dwivedi et al., 2020). The totality of a consumer's interactions with a brand is their customer journey.

- The field of online meal delivery has seen tremendous success with the usage of AI. food shipping Industry is a very dynamic sector that continuously changing as newer technologies are developed. Digitalization was undoubtedly a game-changer for this sector, but AI and machine learning took it a step farther. According to some, food delivery firms like Swiggy and Zomato have made major investments in AI and ML due to the terabytes of data needed to improve delivery efficiency (Livemint, 2019). The potential applications of AI in the food business have been studied by a number of authors. Artificial intelligence and data science, according to Kumar, Rawat, Mohd, and Husain (2021), "may improve the quality of restaurants, cafes, online delivery food chains, hotels, and food outlets by increasing output utilising

- Throughout the entire buying cycle, a multidimensional construct focuses on the customer's cognitive, behavioral, emotional, and social responses to offerings (Lemon et al., 2016; Kaartemo et al., 2021). In order to streamline the customer experience and forecast consumer behaviour in the rising industry, marketing services and AI are being combined. Additionally, it aims to encourage consumer loyalty and retention as a result of the positive experience gained during the purchasing process.

- Sinur (2019), examined that the applications-focused aspects of AI and determined the top five aspects. He claimed that machine learning (ML) is AI's most promising branch. Other components include artificial neural networks, fuzzy logic, Bayesian belief networks, and AI reverse chaining after machine learning. Although there are numerous aspects, it is commonly known that using AI, computers and other technologies may assist humans in carrying out a variety of jobs with ease, efficacy, and precision.

- According to Sinha (2019), Artificial intelligence is being used by online meal delivery services to assure improved client happiness and enhance the consumer experience. Swiggy is able to service a greater geographic area without taking into account any linguistic hurdles because to the usage of natural language processing (NLP). AI also makes it easier to utilize intelligent voice assistants to place restaurant orders. Using tools like picture classification, AI is assisting smart voice assistants and food delivery systems in

distinguishing vegetarian and non-vegetarian dishes. This makes it easier for customers to place customized orders.

- According to Reis, Amorim, Cohen, and Rodrigues (2021), AI technologies are transforming the service sector and have significantly shortened service lead times while being both cost- and error-effective.

- According to Kimes(2021), When we shift the focus to the food industry, the area of this industry that uses technology to their best advantage is the online food delivery services to improve their customer relationships while increasing their productivity and extending the market to greater newer heights.

- A significant advancement in AI with the food delivery sector has been Natural Language Processing (NLP) (Infolks, 2021). Customers may use voice requests to order food and conduct food item searches thanks to natural language processing (NLP). A study found that "phone ordering and online ordering were both better than chatbot ordering in terms of satisfaction and behavioural outcomes" (Leung & Wen, 2020). One would ask if voice requests have an advantage over typed ones. This shows that individuals would rather speak or dial in their order than type it in. Since AI can employ NLP, meal delivery services that use AI may profit by attracting more clients.

- According to Anirban Adak, ,Biswajeet Pradhan and Nagesh Shukla (2021) after the COVID-19 epidemic, internet food delivery services have grown in popularity, and FDSs have introduced a range of eateries into the comfort and convenience of homes and businesses [5]. New cuisines are now being brought into the country as a result of increased immigration from various nations. Customers can choose from a variety of meals and place orders from the greatest cafes or restaurants in town while sitting at home or at work. The delivery of meals to a customer's precise location is no longer a problem thanks to applications becoming a regular feature on mobile devices and the global positioning system (GPS) being made available to everyone.

- The field has grown rapidly since the early days of AI, and it's no exaggeration to say that AI will impact nearly every aspect of our lives. Martinez-Plumed et al. (2018) He argues that AI is "no different from what computer science has already done" (p.5180), but the AI is actually "smart". She introduced almost new adjectives such as "," and "cognitive." "Any process or device from medical diagnostics to personal assistants" (p. 5180). The authors analyzed the development of AI in multiple layers and identified nine aspects of AI.AIs:A functional level, which analyzes the capabilities of an AI system, and a reference level, which distinguishes between AI system concepts. under. ""Human-centered perspective". "Towards a more universal perspective" whether AI is about creating specific systems or developing systems that solve different tasks. General considerations for whether AI systems use bodies or physical objects The interrelated paradigm aspect, which distinguishes the approaches underlying the many principles and tools of AI; the actor aspect, which identifies the dynamics behind AI as a discipline; and the embodiment aspect, which distinguishes how AI is managed. side. aspects of personality that determine whether The aspects of nature that AI describes depend on whether it is experimental or theoretical in nature, and in what field the AI operates.

According Kapoor & Vij (2018)Modern capabilities seen in apps that let users buy meals online could help customers and businesses deal with a range of problems, such as protracted wait periods, misunderstandings, traffic jams, and delivery delays. OFDS has many functions, including providing clients with a wide selection of food options, sending orders to food producers, managing payments, prepping food for contactless delivery, and providing monitoring tools. Customers' purchasing decisions may be influenced by platforms like online menus that provide attractive meal descriptions and images. It is tailored to offer visual cues related to client engagement, such as colours, fonts, graphics, and images.

Leong Wai Hong (2016) asserts that the development of technology has altered many industries' business models in order to expand. Systems that are effective can raise a restaurant's output and revenue. The use of an internet food delivery service is said to occasionally help eateries build their businesses and facilitate significant online business.

Digital restaurants, according to Chavan et al. (2015), employ smartphones to take client orders. Smart phones have taken the position of PDA interface to deliver customer interface for viewing the menu or following their orders. Customers may examine the menu, place orders, follow those orders, get real-time updates, make online payments, and get receipts right from their smartphones, which increases consumer comfort.

Varsha Chavan, et al. (2015) claim that restaurants have been able to fulfil customer orders more quickly because to the implementation of a mobile interface on smart phones that allows customers to view and follow orders. Smart phone and computer usage is rising, providing a platform for the service sector. Their analysis showed that this procedure is practical, efficient, and simple to use, and it is anticipated that it will continue to improve over time.

Bhargave et al. (2013) claim that an ordering system will not only make it easier for customers to make purchases and draw them in, but it will also boost the effectiveness of how restaurants take orders, charge customers, and maintain their equipment.

According to Serhat Murat Alagoz and Haluk Hekimoglu (2012), e-commerce is expanding noticeably and quickly around the globe. The food business has also been observed to expand over time. Researchers have studied the online meal ordering system using the Technology Acceptance paradigm (TAM) paradigm. Online ordering and delivery services' simplicity and value have been cited as a key factor in their acceptability and expansion.

According to Serhat Murat Alagoz and Haluk Hekimoglu (2012), the food market is likewise showing considerable growth since e-commerce is rapidly expanding globally. To evaluate the acceptance of online meal ordering apps, they have proposed using the Technology Acceptance Model (TAM) as a starting point. According to their examination of the data, people's attitudes regarding ordering food online change depending on their level of innovation with regard to information technology, how much they trust e-commerce websites, and a few other external aspects. These attitudes are linked to how simple and useful purchasing food online is.

III. RESEARCH METHODOLOGY

This section will talk about how I proceeded towards collecting and analyzing my data. Data was collected from primary and secondary sources through interviewing and from journals etc. Around 400 restaurant owners were interviewed to analyze the AI App`s effectiveness provided by Swiggy.

3.1. Research Hypothesis:

To make my research better, I have taken two hypotheses to validate my research work. They are-

- Null hypothesis- There is a positive acceptance of AI services of Swiggy by restaurant partners.
- Alternate hypothesis- There is a negative acceptance of AI services of Swiggy by restaurant partners.
- Null hypothesis – The effectiveness of AI tools and services of Swiggy is positive.
- Alternate hypothesis - The effectiveness of AI tools and services of Swiggy is negative.

3.2. Sample Size:

I have interviewed 4oo restaurant owners of different locations in Raipur Area for my research work.

3.3. Data Collection Method:

The focus was on analyzing that how the restaurant partners are solving their issues with the help of AI apps provided to them by Swiggy to ease their operations in the online food delivery platform and the effectiveness of its usefulness and handling by the restaurant partners and to provide the knowledge about this tools to the restaurant partners. Therefore around 400 restaurant visits been conducted by me to find whether the restaurant partners are aware of the apps and its use and in how efficient way they are using that services. This all information was collected to see how the Swiggy performs in the Raipur area with their other competitors and how they minimizes their complaints of the restaurant owners by providing them the powers to solve their problems by themselves to an extent. For this purpose I have asked certain questions to the restaurant partners of Raipur areas so that I can found out the effectiveness and usefulness of these services.

IV. DATA ANALYSIS AND INTERPRETATIONS

I have used interview method under qualitative research method to do my research work. During my research, I have interviewed 400 restaurant owners of Raipur Area to know about their ongoing business with food delivery app Swiggy and the AI apps and services provided to them. I have asked few questions to them, and these are the answers I got from them-

From how much time you have been with the online food delivery platform Swiggy?

I have received varied answers for it some of the restaurant owners are only exclusive to Swiggy food delivery platform only and not using any other food delivery platforms from the start of the services of Swiggy and some other partners uses Swiggy and other competitor app. Since 2014 Swiggy has on boarded maximum restaurants of Raipur with their marketing team and helps them to provide all the necessary support to smooth on-boarding process and to provide them with all the necessary trainings and support so that they can operate the Swiggy in a efficient way. With time and after the covid many restaurants have been found not operational in ground and therefore were removed from the swiggy platform and vice versa now restaurants are being on-boarded by Swiggy in the Raipur area so that they can boost their business with the Swiggy.

What all AI apps and services are used by restaurant partners which are provided by Swiggy?

There are many AI apps and services provided to restaurant partners for their convenience by Swiggy and mainly all the apps are used by the restaurant partners according to their purpose and need when needed and when to resolve any problems than these apps can be used by the restaurant partners so I have received answers for all the Apps and services.

They are:

a. Swiggy partner app

Swiggy partner app is the main and most important app and is necessary to be used by the restaurant partners as it provides the different services like starting the restaurant on the swiggy app and to toggle on or off the online presence as per the requirements and need of the restaurant partners. This app is available for both the android users and for the Apple users so it becomes easy for the restaurant partners to download it and to use it and hence it does not requires any Desktop or Laptop. Earlier this feature was not provided by Swiggy but with the advancement in the technology this app has been created and now being used by every restaurant owners.

Not only toggle on or off the restaurant but the restaurant owners can see the incoming orders and can accept them automatically and it provides notifications every time the customer orders from their restaurant. They can also see their past orders, monthly and yearly performance of their restaurant anytime and the amount of payout done to them every week for their orders. Restaurant owners can provide discounts to their new, existing customers according to their choice and order value of the food they order from that restaurant and they can also track the performance of the discount they have provided in the Swiggy app.

Swiggy partner app provides the feature of login in 2-way system i.e one can login in the swiggy partner app by using their dedicated Restaurant Id (Rx) or by using restaurant`s owner mobile number. This feature is useful to hide the business information like sales and amount of the restaurant if the owner is not available and the manager is looking after the restaurant and the online orders.

So with all this features and services this apps gets updates in a frequent manner and all the restaurant partners are satisfied with the performance and user friendly nature of the app and plays a vital role for the restaurant owners.

b. ShootEzy App

The responses which I received for this app is very less as very few restaurant owners were aware about this app and its services because it is the latest app in the start of the year 2022 and no information or training was given about the use of this app to the restaurant partners earlier but as a part of intern of Swiggy I was given the task to make them knowledgeable about this app and to give them training so that this app can be actively used.

The feature of this app is to click the pictures of the dish which are present in their menu and to upload them for the customers in the menu updation section in the Menu editor website. The restaurant owners can click the pictures by themelves with their mobiles or ny other devices and with the help of AI it helps them to select the right postion of the camera and enhances the background and the plating of the dish so that it can appear good to the customers. With the help of this the restaurant owner can update the picture of the new item or can replace the old picture with the new one.

c. Menu Self Editor Website

This website helps the restaurant owners to add the picture of the items in the menu and to provide the description about the quantity and the serving portion of the dish which helps the customers to know more about the dish and the ingredients and the serving size of it and also the pricing of the item for the half serving and full serving can be done by them according to their convenience and the packaging charge can also be added according to the value of the food item.

The responses I received that some were aware of this service and some restaurants owners were not and some restaurant owners were finding it complex and not understandable.

This was all about the apps and services provided to restaurant partners so that they don't get the need of customer support of swiggy and their queries and problems can be resolved in a short time.

Are these Apps and the related services efficient and effective for the restaurant partners?

According to the responses collected by restaurant partners the major problems are being able to be resolved by this apps for some restaurant partners as they know the working of this services but for the many of the restaurant owners it is not effective as they lack knowledge and awareness about their services and no prior training was been provided to them after updating the features and services in the these apps.

V. CONCLUSION

Swiggy is in the continous growth in the food delivery business and is trying the best to provide the seamless and user-friendly experience to the restaurant partners as well as to customers so that they don't need any human error and interaction for solving their issues and queries and can handle all the things by themselves right from choosing the time of opening the restaurant to changing the prices and items in the menu of their restaurant, to advertise themselves and to track its performance and also to provide all the financial statements to the restaurant partners.

By using certain AI tools Swiggy uses less manpower in the service sector which helps them to cut the cost of recruitment and less employess. Although after all this services also they can have the dedicated Point of Contact(POC) for resolving their queries and complaints as well as email support is also provided to them.

VI. RECOMMENDATIONS

After interviewing 400 restaurant partners I have found that –

- Not all the restaurant partners were aware of all the AI tools provided by Swiggy for the convenience of Restaurant Partners.
- As it provides lots of information and data of the restaurant it becomes complex to the restaurant partners and makes it difficult for the acceptance by user-friendly interface.
- Restaurant partners lack knowledge about its use and therefore can't use the tools and services.
- Restaurant owners lack time and therefore not able to make use of the AI tools for their issues.
- Lack of training and knowledge about the AI tools to the restaurant partners and how to operate it.

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