



Menulog
NO.1 FOR ONLINE TAKEAWAY

JUST EAT

Menulog is Australia's largest online food and beverage ordering service company by number of orders. It is currently operated by parent company Just Eat. The service allows customers to search for restaurants and various takeaway establishments, filtered by chosen cuisine and location, and browse menus and reviews before placing an order online, and selecting payment method. It has used technology to its best to connect vendors & consumers, wiping out the traditional phone system to order food.

Team Size: 60

Model: Nearshore & Offshore



What did we do?

Zenith has been associated with Menulog since its early days of inception. Our nearshore-offshore team has been the corner stone to deliver an efficient service to clients since Day 1 enabling Menulog to achieve remarkable heights. Our expertise in delivering great service in following areas include.

- ✦ Customer Service (Phone & E-mail)
- ✦ E-mail Support
- ✦ Menu Management
- ✦ Web Assistance
- ✦ Lead Generation

Our urge to improvise on each of these areas along with great support from Head Office has earned great respect for the brand enabling the company grow at a compounded rate of 80% every year.



SOFTWARE LTD



Growth Chart:

Year	Daily Orders on Weekdays	Orders on Weekends
One	41	61
Two	179	249
Three	432	698
Four	968	1269
Five	1694	2262
Six	2897	4040
Seven	5398	8020
Eight	9889	14824
Nine	18286	26904

Operational aspects

Zenith has been the destination for Level 1 & 2 customer service support. Customer enquiries rolls as e-mails & calls from end users / restaurant partners. Our capability in Lead Generation played an active role in web assistance.



- ✦ **Voice Support:** Users / Restaurant partners call in seeking assistance on different aspects of order / their listings. Team identifies the caller, understands the request & offer suitable resolution. If the case demands more than L1 support, the escalation reaches Head Office. However, 99% of the issues are resolved at L1. Escalations that need Head Office's attention are transferred to L2 support.
- ✦ **E-mail Support:** Customers & restaurant partners who prefer Cyber Space over traditional phone system e-mails us on enquiries@menulog.com. We also encourage customers & restaurant partners to e-mail their request when their concerns need supporting documents or a screen grab.
- ✦ **Menus:** Seasonal changes to menu, menu (cuisine) change under new ownership or a complete makeover of menu to meet local customer needs results in changes to menu. When a restaurant decides to change the menu, they advise the request. The Menus Team picks these requests on FIFO basis and digitalizes the menu.
- ✦ **Web Assistance:** A dedicated resource here closely works with Web Team in Head Office to build free websites & introduce order online button on restaurant's website. They also enhance venue's internet presence with PPC, Weblinks, Google Page & Google Pins.

Team Structure

