

CASE STUDY

Talabat
UAE
The GCC's Largest Food
Delivery Aggregator
Bespoke Training Course

talabat



OVERVIEW

Talabat reached out to us with a project in mind :- They wanted to offer their restaurant partners something more than just a platform and sales support, they wanted their account managers to be able to offer practical , real world operational advice in essence to become partner consultants thus enabling operators to improve revenue both for delivery and dine in, improve business practices, marketing and service standards, ultimately becoming more efficient. A WIN WIN scenario for both Talabat and the restaurant partner of which Talabat had more than 13,000 venues in Dubai alone. The task was therefore to develop a bespoke, accelerated training course that gave their 120+ account managers the tools and know-how to do just that.

The Issues

Talabat is the GCC's largest and most popular food aggregator having the largest share of partners across the region.

That said, during the initial discovery meetings. It became apparent that , while they had an excellent grasp of tech and the sales and marketing within this realm, the team at both regional and UAE HQ (located in city walk Dubai respectively), had only a rudimentary grasp of restaurant operations and the struggles operators face to bring a venue to positive profit.

Coming from a sales focused POV, Talabat executives, of course wanted to understand how to leverage additional revenue in the form of ads, campaigns etc.



CHALLENGES

Design a custom-made 2-day training course repeated several times to the all the company's 120+ account managers over a 2 week period..



Challenge 1

Develop a high level overview of the course – presenting to several layers of executive leadership.



Challenge 2

Decide on core subjects and make the training relevant for non F&B operators



Challenge 3

Convey the information so that account managers can use said info to effectively and positively impact partner restaurants as a support service, then ultimately securing additional investment in campaign fees.

FUTURE PLAN

Account managers were given a number of follow up projects to further develop their ability and mindset to transition from salesy people to trusted consultant style advisors.

- ▶ Suggest to partners a full digital audit of their venue / brand including enhancing their google business page to include a 360 tour.
- ▶ Provide downloadable tools for operators (through the Guru website) to help improve operations.
- ▶ Develop detailed SOS for partner visits outlining how to approach offering advice and further , volunteer to work a busy shift in a partner outlet BOH & FOH to deepen the bonds and gain insight as to the reality of F&B Ops.

What was done

Over several months, we developed the 2 day training course and its materials along with an activity workbook, post course projects and structure for in person venue visits. At every stage Talabat executives were involved to approve each topic and training materials.

Phase 1



Devise topics ranging from P&Ls, menu engineering, in-store marketing and cost controls.

Phase 2



Have each topic approved and dry run through a detailed training plan , modifying as requested.

Phase 3



Deliver the 2 day course a total of 8 times of the course o 2 week on location in Dubai HQ.

RESULT

The feedback from participants about the content and usefulness was extremely positive with numerous account managers reaching out post course delivery for additional advice to support partners.

Account Mgr to Consultant



Account managers were able to use know-how to strengthen relationships and increase marketing revenue through trust.



Better operations

Operators gained new knowledge and were able to streamline operations.



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