



DoorDash Drive

Merchant Overview & Self Enrollment

Updated 8/2019



What is DoorDash Drive?



Drive is Order Fulfillment

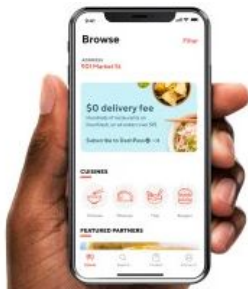
Merchants can request a driver anytime, track orders, streamline delivery costs, and drive incremental orders.

Delivery has never been this easy.



DoorDash Overview

DoorDash Marketplace



Not This!

- DoorDash customer
- Phone/Web applications
- Prioritizes selection
- Commission structure
- "I'm hungry..."

DoorDash Drive



This!

- Merchant's customer
- Phone/Web applications
- Direct Channel
- Fixed fee structure
- "I want YOUR food"

Responsibilities

Customer



**Orders directly from
the merchant**



YOU own the customer

Merchant



**Receives order +
payment and
requests dasher**



**Shift your focus to creating
demand**

DoorDash



Dispatches dasher

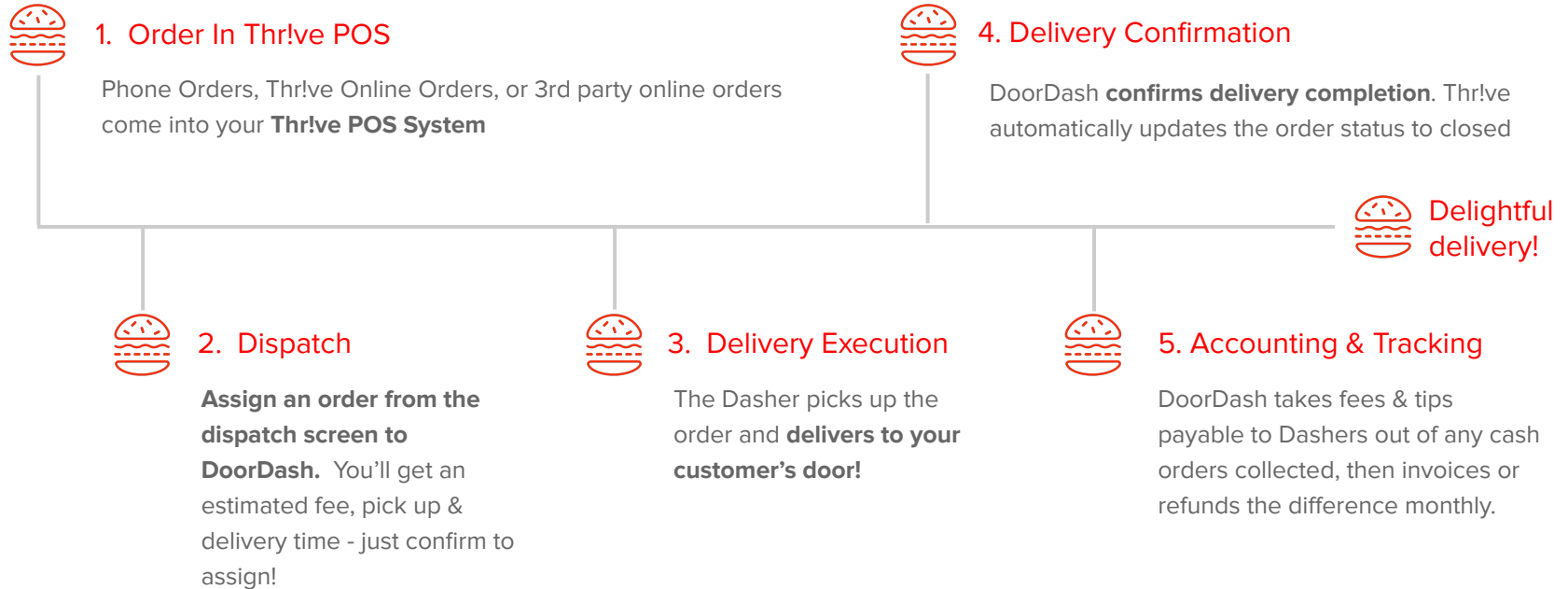


**Cost-reduction & operational
efficiency**



DoorDash & Thr!ve Overview

Welcome to DoorDash with Thr!ve! We're incredibly excited to get you started.





DoorDash & Thr!ve Integration

The screenshot shows the DoorDash driver interface. At the top, there's a header with a home icon, the date and time (Wed Jul 24, 10:40 am), the driver's name (Duessa), and various status icons. Below this is a table of tickets. The first ticket (T3) is highlighted in orange and is assigned to Cobb. The second ticket (Z1) is highlighted in grey and is assigned to Washburne. To the right of the ticket table is a 'Current Drivers' section showing 'FIREFLY' and 'Duessa' with '0 out / 0 total' status. A modal window titled 'DoorDash Delivery Service' is open, displaying a 'Ticket 71 DoorDash Estimate' with a fee of \$6.00, a pick up time of 5:30 PM, and a delivery time of 5:45 PM. There are 'CONFIRM' and 'CANCEL' buttons at the bottom of the modal. At the bottom of the screen is a navigation bar with icons for Assign, Return, Driver Status, Print Run, Print Receipt, In Process, Activate, Map All, and the DoorDash logo.

Tic #	Phone	Address	Map Area	Zone	Wait/Promise Time	Map
T3	Cobb 614-655-5655	3900 Lyman Drive, HILLIARD, OH, 43026		2	0:02 10:44 am	
Z1	Washburne 801-765-7654	224 Pearl Street, BURLINGTON, VT, 05401			0:10 10:59 am	

DoorDash Delivery Service

Ticket 71 DoorDash Estimate:
Fee: \$6.00
Pick Up Time: 5:30 PM
Delivery Time: 5:45 PM

CONFIRM **CANCEL**

You Choose What to Assign to DoorDash

DoorDash will appear on your active driver list.

Assign any order to DoorDash - you'll get an estimate for the fee, pick up & delivery time.

Confirm, and your Dasher is on the way.



Pizza fulfillment case study - *industry-leading metrics*

Case Study

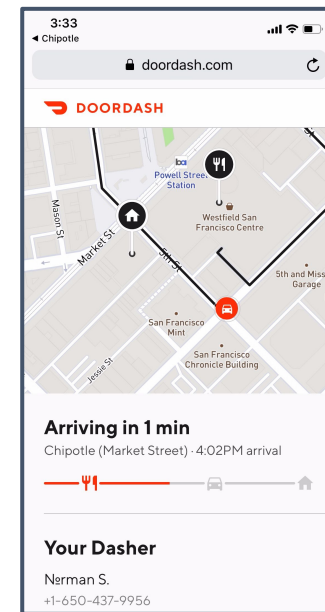
Over the last 3 months, the Drive platform has on-boarded 500+ stores for in-house augmentation.

Demonstrating our operational quality has resulted in **full augmentation across 100+ stores.**

Our partners are realizing the convenience of an on-demand fleet and how it eases the burden of continuous driver churn.



28%	Organic growth in first 4 weeks	13min	Avg pickup deliver time
35min	Avg time from when you place to delivered	75%	Deliveries picked up in under 15 min
5min	Average dasher wait time	500+	Stores





Most experienced pizza delivery in the industry

We've taken a tech-driven approach to consistently deliver pizza with our best dashers.

- Recent Product Enhancements:
 - **Cash on Delivery**
 - Dashers are well versed on how to handle cash orders
 - **Pizza Bags**
 - (19"W x 4.75"H x 18.75" D | designed to hold two+ large pizzas)
 - We've worked on equipping Dashers with the right equipment
 - **Constrained Assignment**
 - Technology that has a dispatch algorithm that gives preferential treatment to the top 'Pizza' Dashers
 - **Customer Unavailable Workflow**
 - We've automated tooling that helps your operators and our dashers to communicate together to find an unresponsive customer





DoorDash & Thr!ve Integration - Accounting

Credit Card Orders

Customers paying with a credit card should add the tip while placing the order either online or on the phone.

Train your staff to ask customers to add a tip - as higher tips for Dashers mean lower fees for you.

DoorDash will pay the Dasher the tip, and include the tip amount on your monthly invoice.

You'll get the tip \$ from your credit card deposit.

Customers can pay a cash tip, but can not add a tip to the credit payment at the door. Dashers will not collect credit card signatures.

Cash Orders

Select "Cash" when placing an order.

Any order without another form of payment will be assumed "Cash" and DoorDash will be requested to collect cash on delivery.

When DoorDash updates the order status as complete, Thr!ve will change this to a "DoorDash" tender type to account for the \$ DoorDash owes the restaurant.

DoorDash will subtract this cash owed from the monthly invoice.

DoorDash Fees + Credit Tips Owed - Cash Orders Collected = Net Due to DoorDash



DoorDash & Thr!ve Integration - FAQs

Does this mean I'll get orders from the DoorDash website in my POS System?

This integration only covers delivery assignments. If you want to get orders from the DoorDash website directly to your POS system, Thr!ve integrates with Chowly to streamline this.

Should I Assign orders that I get from the DoorDash website?

Orders from the DoorDash website are already automatically assigned to DoorDash. With this integration, they won't appear on your dispatch screen.

Can I schedule orders in advance?

When you assign an order to DoorDash, Thr!ve will specify the requested delivery time, and the pick up will be scheduled appropriately. You can request up to 2 hours in advance.

Can I cancel a scheduled pick up?

You can not cancel a scheduled pick up from Thr!ve. Please call DoorDash support

What if a Delivery Fails?

DoorDash has a multi-step protocol for attempting deliveries, including specified calls to the customer and wait times. If the customer is unreachable for delivery, DoorDash will update the Thr!ve POS ticket with a message.



What does Drive Cost?



Drive SOF Pricing

Small Order Fulfillment (SOF) Standard Pricing starts at \$5-\$9/drop

Looking to obtain a reduced per drop delivery rate?

- During your 30-day trial every store location you trial will receive the first 10 deliveries fulfilled via Drive at no cost. A DoorDash representative will reach out to review your experience and work with you to ensure delivery fee pricing, delivery radius, and quality are transparent and correct for your location.
- (*must opt-in by 9/30 to be eligible for trial)

Small Order (SOF)
Delivery for Orders that are: < \$150 in value
Standard Terms: Flat Fee
Radius: Default Marketplace (1-5 miles)
Dashers Type: Marketplace Dashers



What does Drive Solve?



The Vision

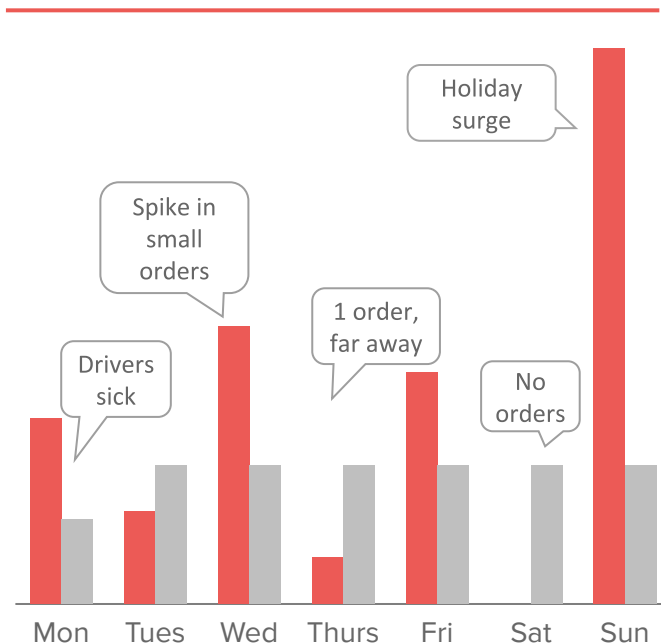
Drive is one more way DoorDash can uncap **YOUR** delivery potential

- Unlock an uncapped delivery potential - never worry about supply, **focus on creating demand and building incremental volume** by being everywhere a customer would want to be when looking for a delivery option.
- **Cost-reduction and operational efficiencies** - managing an in-house fleet of drivers or multiple third-party delivery services is expensive (driver pay, benefits, insurance, idle time, sick days/PTO, management overhead)
- **YOU own the customer** and can funnel customers to their preferred channels based on their own pricing and promotion strategies.
- DoorDash's core capability is providing **worry free quality deliveries** and Drive allows merchants to focus on what they do best; building their brand & food offerings

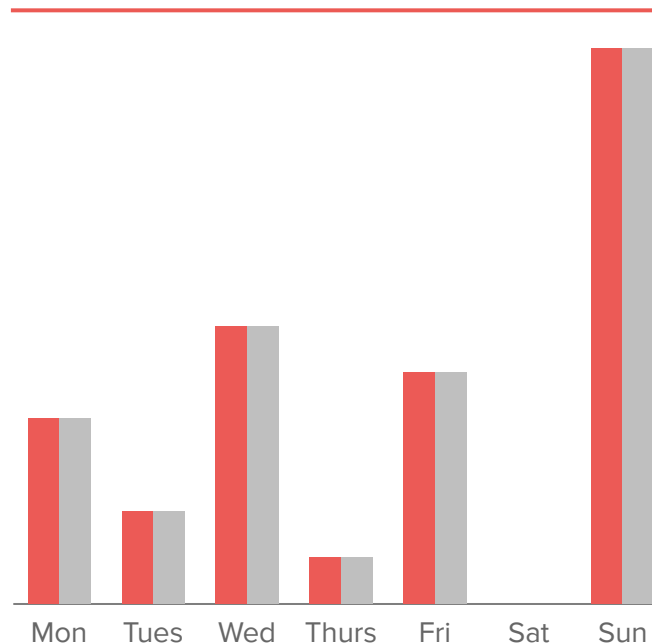
Right Drivers, Right Time

We perfectly match driver supply with your demand. Priority access to an on-demand contractor fleet.

Today



Drive



■ Order quantity ■ Driver supply

Cost Optimization

Let us save you money.

In-House

- Driver pay (Plus benefits, insurance)
- Vehicle maintenance (gas, insurance, oil changes, etc.)
- Idle time / overflow volume
- Driver sick days / PTO
- Management (hiring, retention, scheduling, etc.)

Drive*

Location:	Week Ending Date:	DD Deliveries	Labor Hours Saved	Labor \$ Saved	DoorDash Drive Cost	Net Cost Savings
Store 1	2019-07-07	45	36	\$ 396	\$ 360	\$ 36
Store 2	2019-07-07	84	67	\$ 739	\$ 672	\$ 67
Store 3	2019-07-07	140	112	\$ 1,232	\$ 1,120	\$ 112
Store 4	2019-07-07	210	168	\$ 1,848	\$ 1,680	\$ 168
Store 5	2019-07-07	220	176	\$ 1,936	\$ 1,760	\$ 176
Store 6	2019-07-07	124	99	\$ 1,091	\$ 992	\$ 99
Store 7	2019-07-07	69	55	\$ 607	\$ 552	\$ 55
Store 8	2019-07-07	76	61	\$ 669	\$ 608	\$ 61
Store 9	2019-07-07	88	70	\$ 774	\$ 704	\$ 70
Store 10	2019-07-07	91	73	\$ 801	\$ 728	\$ 73
Store 11	2019-07-07	74	59	\$ 651	\$ 592	\$ 59
11 Stores		1221	977	\$ 10,745	\$ 9,768	\$ 977

* Based on representative merchant performance.



Drive Support



Delivery support

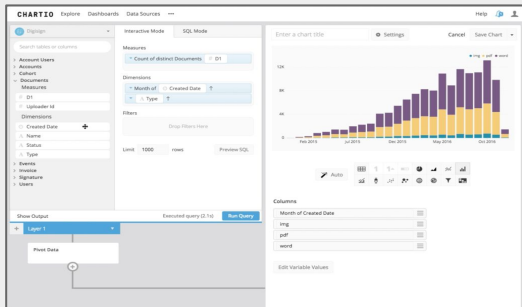
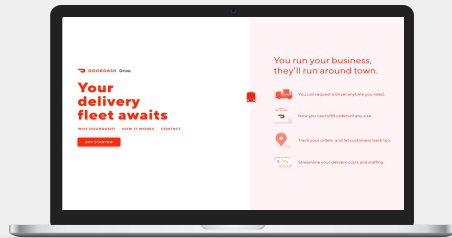
DoorDash works with the merchant on a regular cadence to review order concerns and strengthen the delivery program

During the Order

- Our **Dispatch System** monitors orders and triggers alerts when orders appear to be going awry
- Our **Live Order Support Team** is ready to answer questions from your customer support team or store associates

After the Order

- Our **Fulfilment Operations Team** reviews order data on a daily and weekly basis, and shares insights with your team to drive operational improvement
- Any **Merchant and Customer Feedback** you can share will be incorporated into our operations model





Getting Drive Support

Having trouble with an order? We're happy to help! Be prepared with:

- DoorDash delivery ID
- Customer phone number
- Specify that the order is a Drive order

For Redeliveries

- Submit a new Dasher request by placing a New Order
- Email drive-support@doordash.com with the Order Number from the initial order and explain what happened

Live Order Support

+1 (855) 973-1040

- Dasher took the wrong food
- Dasher 20+ min late to the store
- Customer calls the store & cancels

General Inquiries

drive-support@doordash.com

- Billing/Refunds processing
- If a store needs to adjust hours or prep times



Next Steps



Next Steps

- Enroll at [DoorDash Drive: Start Powering Delivery Today!](#)
- Contact Thr!ve to upgrade your POS to the DoorDash integrated version
- Click the DoorDash icon on your delivery screen & enter the DoorDash credentials you were e-mailed.
- Assign your first delivery!

The screenshot shows the DoorDash Drive app interface. At the top, there's a status bar with the date and time (Wed Jul 24, 10:40 am) and the driver's name (Duessa). Below this is a table of deliveries. The first delivery is for 'Cobb' with phone number 614-655-6555, address 200 Lyman Drive, HELLAND, OH, and a promise time of 9:02. The second delivery is for 'Washburne' with phone number 801-765-7654. To the right of the table, there's a section for 'Current Drivers' showing 'FIREFLY' with 0 out of 0 total.

A modal titled 'DoorDash Delivery Service' is open, prompting the user to connect their DoorDash account. The modal contains the following text and fields:

Connect Your DoorDash Account to easily assign deliveries to DoorDash.

DoorDash Business Name

DoorDash Account ID

DoorDash Pickup Instruction (like "Go to back door")

☒ Assign All Deliveries to DoorDash Automatically

No DoorDash Account?
Get A Free Trial!

LEARN MORE SAVE CANCEL

At the bottom of the app, there's a navigation bar with icons for Assign, Return, Driver Status, Print Run, Print Receipt, In Process, Activate, and Map All. The DoorDash logo is also present in the bottom right corner.