Uber Eats, explained for restaurants

You've got questions about how Uber Eats works.
We've got answers. Dig in.

Uber **Eats**

Our role as connector

Simply put, our main goal is to help **create the best possible experiences** for you and your customers.

Uber Eats connects millions of people to the food they want through our app. We can help turn those people into your customers through quality experiences. That's where the magic lies, which makes us a platform for your business' growth.

But there's more to it! Let's go deeper.

How do Uber Eats users discover my restaurant in the app?

There are two main factors which aid customer discovery in-app

1. The Uber Eats user's personalized in-app feed

2. Your restaurant's delivery zone

Each user gets a personalised in-app experience

Each user eats differently. So our app offers custom in-app experiences based on their ordering patterns, location, and several other factors.

Delivery zone: If an eater is within your delivery zone then your restaurant will appear in their feed.

Restaurant ratings: Quality is important to eaters which is why Restaurants that are highly rated on Uber Eats will appear higher in users' feeds.

Past purchases: If an eater has already ordered from your restaurant, or a similar place, your restaurant will be more prominently placed in their feed.

Restaurant newness: When your restaurant first joins Uber Eats, it's featured in a new restaurants carousel for two weeks.

If your restaurant's rating improves, so can discoverability

A good restaurant rating can improve your discoverability in the Uber Eats app and even have you featured in the Top Eats carousel. Here are some ways you may improve it over time.

- Accept all serviceable orders that come through as quickly as possible

- Avoid cancelling orders that come through unless necessary

- Try to stick to your prep time set in your Uber Eats app

- Package your food carefully and thoughtfully

- Ensure all items ordered make it into the right bag

- Make sure every bag gets picked up by the correct delivery person by checking names

- Make sure your Uber Eats menu on the Uber Eats app is current

- Consider removing menu items that do not sell well or are not suited for delivery

- Read your customer reviews, and consider tweaking your menu or practices accordingly by logging into Restaurant Manager

Your delivery zone plays a big role

Your restaurant is only visible and available to Uber Eats users in your delivery zone. Every restaurant has a delivery area which changes dynamically to help maintain the reliability of deliveries. Your maximum delivery zone is determined by a few important factors, including:

- Optimal travel time to help ensure food quality and eater experience
- Number of delivery people available at the time
- Weather

How (and why) delivery zones can change

Delivery zones may change to help ensure you and your customers have a quality experience on the Uber Eats platform.

Reducing zones to save food travel time: To ensure the best customer experience, a delivery zone might be change distance so the food does not travel for too long.

Tightening zones during poor weather: During bad weather, more customers may want to eat at home, while fewer delivery partners may be on the road. When this happens, your delivery zone adapts to help ensure delivery people are available to pick up and drop off your orders.
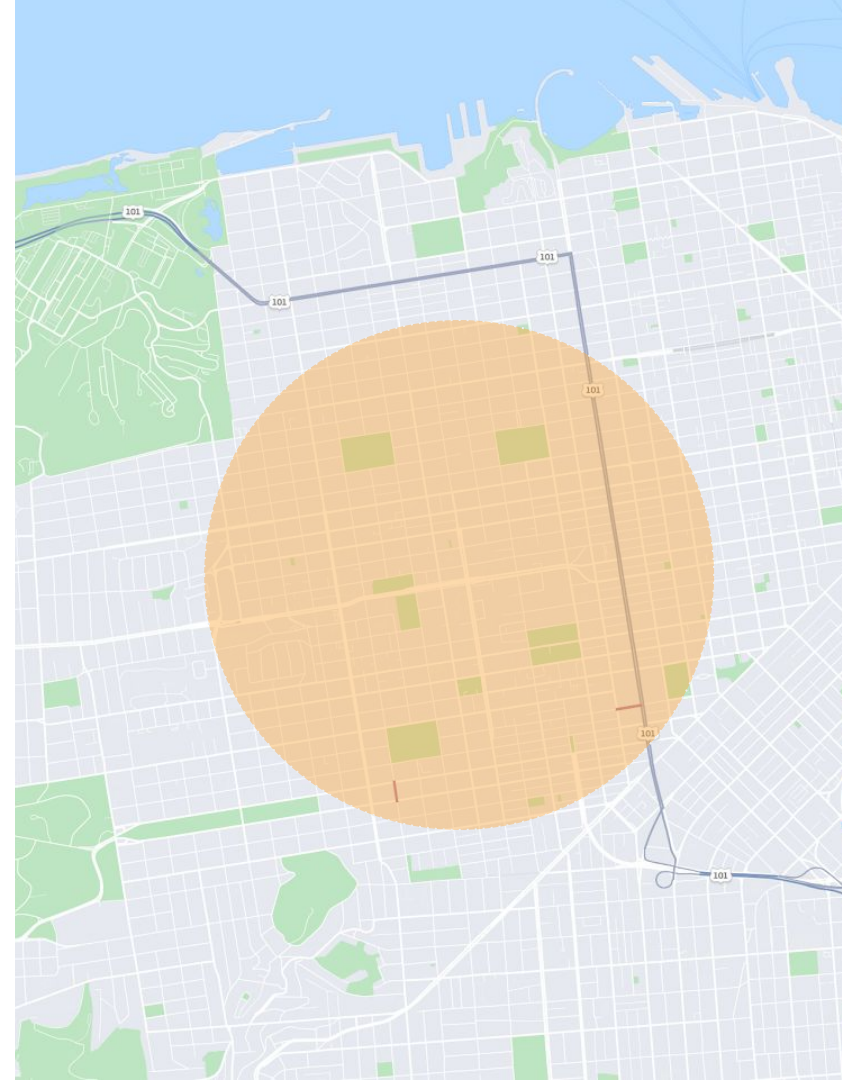
Additional factors for discoverability

To help customers find new favorites, we sprinkle a few extra ingredients into the mix.

Customer search: When a customer uses the Uber Eats search feature, the most relevant restaurants to their search will appear as their top results.

Customer filtering: Customers can also filter their search options based on factors including price, delivery time, popularity, dietary restrictions, and more.

Carousel placement: We feature new restaurants within the app to help customers discover new favorites. There are also personalised carousels that cater to an eater's behaviour. Your restaurant may be featured.

Marketing campaigns: Restaurants can launch their own marketing campaigns, like save $5 when you spend $20, to give users enticing promotions. Log into Restaurant Manager to set one up!
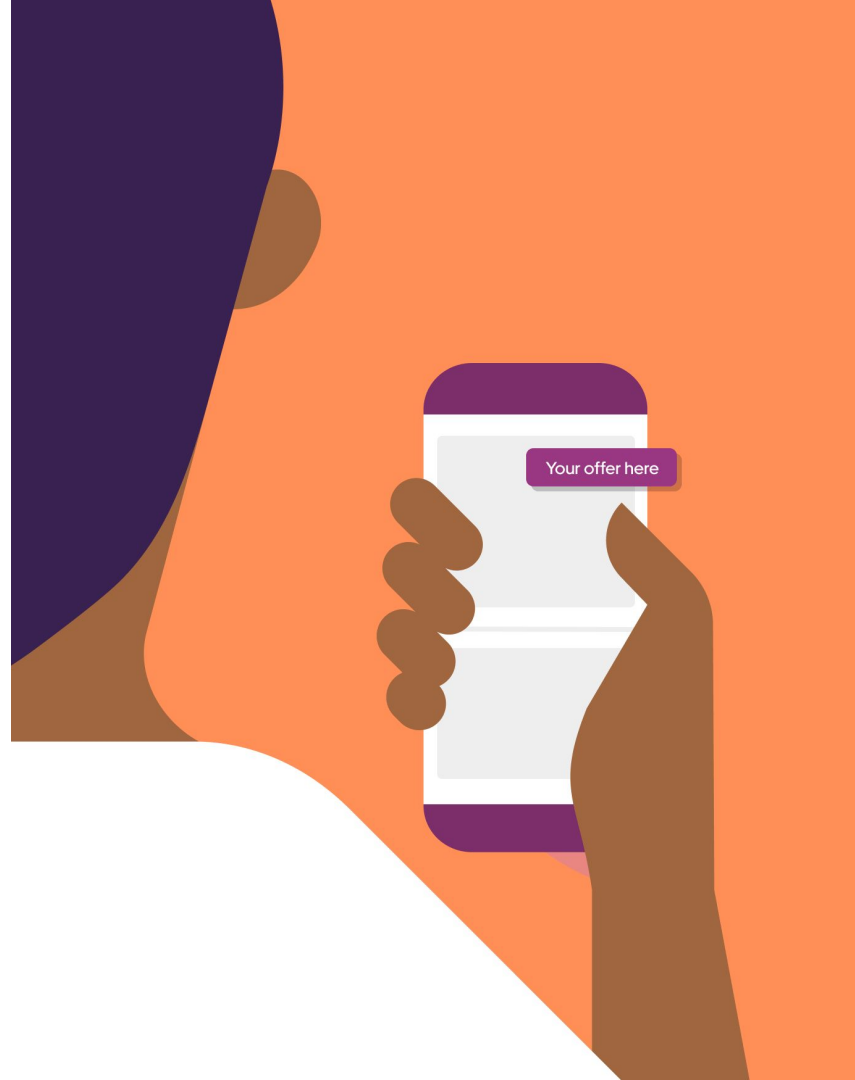
How are Uber Eats delivery fees determined?

Here's our delivery fee breakdown

We are great believers in transparent pricing, especially for customers. Here are the fees customers pay with each order - all of which are clearly displayed at checkout.

Delivery fee

This fee is determined by Uber and will vary based on the customer's location, the average cost of orders for your restaurant, and availability of delivery people in their area. Restaurants using their own delivery staff determine this fee themselves.

Busy Area Fees

Eaters will pay a busy area fee to you when they order from your restaurant during times of high demand. The extra fee will be included in the total delivery fee (including the GST portion) in the order breakdown, which can be found under Order History section on your tablet or in Restaurant Manager.

Tipping

Customers are not required to tip, but delivery partners certainly appreciate it! At Uber Eats, 100% of customer tips go to the delivery person.

Uber Eats

We also give customers ways to save

The more we grow, the more we are able to offer customers innovative ways to keep saving, and coming back.

Free Delivery Promotion

Users can choose to have free delivery, which means they're choosing to share an Uber Eats delivery person with a customer who's ordering from the same or nearby restaurant.

Restaurant marketing campaigns

Yes! You, the restaurant can also attract customers looking to cut down on costs by setting up your own in-app offer like Save $5 when you spend $20. Log into Restaurant Manager to get one started.

Uber Eats

How does Uber Eats ensure reliable delivery times?

Getting your food there on time, every time, is important to us

Building connections is our passion. For Uber Eats, it's all about keeping your customers happy - with hot food at their door, when they expect it.

That's why - unless a restaurant uses their own delivery staff - your customer is able to track their entire order in the Uber Eats app. From the moment they finalize their order to drop off at their door.

But how do we keep estimated time of arrival reliable? A mix of **accurate restaurant prep time + smart network logistics with delivery partners.**

We encourage restaurants to update prep time

Accurate restaurant prep time is one of the most important factors for reliable timing. Why? When an order is placed by a customer, we match it to a delivery partner who, based on our GPS tracking, can pick up the food right when it's ready. That delivery partner is then able to get in and out of your restaurant fast. And, we can give customers a more accurate ETA.

What can you do as a restaurant?

Check and adjust your prep time
Uber Eats automatically estimates prep time for each restaurant based on a machine-learning model. However, you should check your prep time in your Restaurant Manager account. If it seems off, adjust it within.

Adjust prep time on the fly
If your restaurant get unusually busy, you can delay live orders right in Restaurant Dashboard, within your delivery tablet. If you finish more quickly than expected, simply tap 'order ready' within Restaurant Dashboard.

We match delivery people wisely

If there are multiple orders at one restaurant
If two or more Uber Eats users order from your restaurant around the same time, you may see a single delivery person pick them up. This can help prevent congestion inside your restaurant and create a smoother experience and make sure there are delivery people available for all orders. Delivery people are notified when they're picking up multiple orders, so they're prepared.

If an order is particularly large
A car will be requested instead of a bike or scooter for large-sized orders – however, if no car is available a delivery person using a bike or scooter may arrive.

How can I boost my restaurant's performance?

Track your performance with actionable data

Log into Restaurant Manager. There on the homepage, you can clearly see how your business is doing, and understand how you might improve.

The dashboard is broken into helpful categories.

Your sales* in a given period
Your order volume
Top selling items
Your busiest hours
Average ticket size
Missed orders
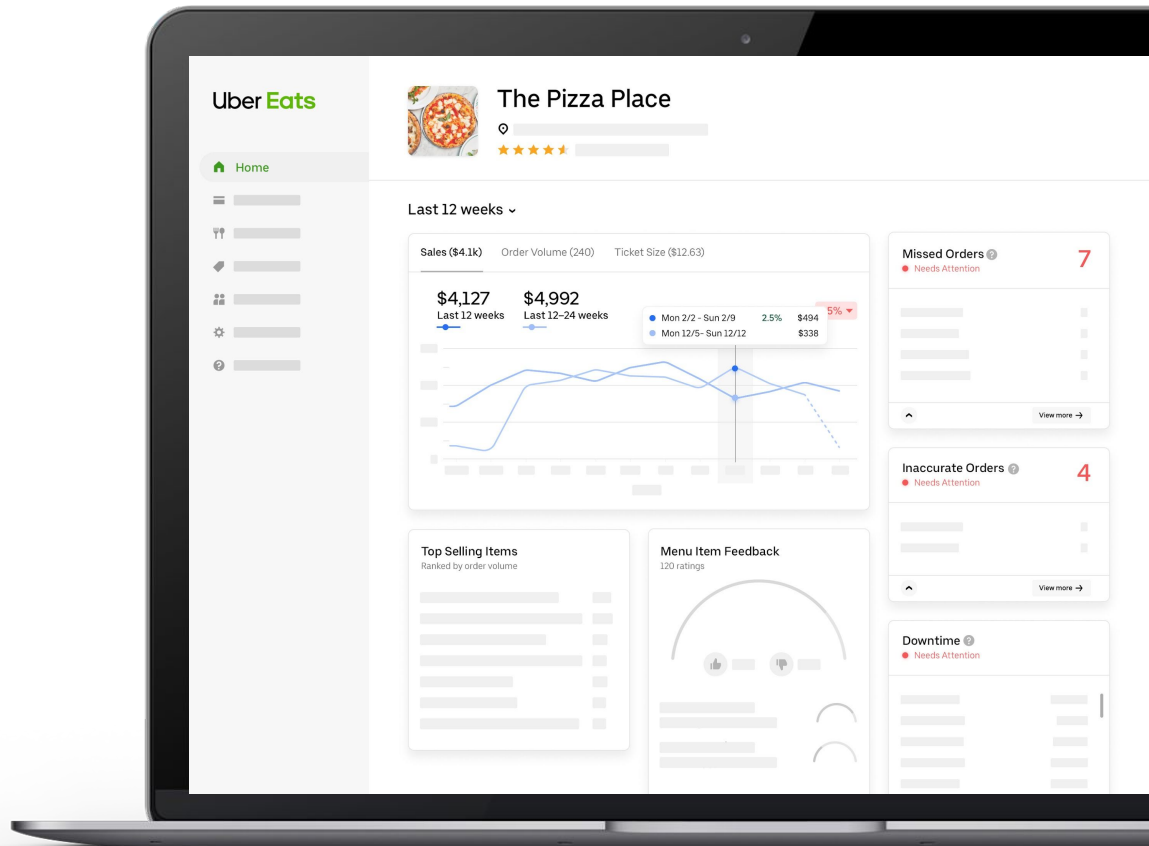**Inaccurate orders**
Menu item feedback and ratings
Restaurant handoff rating
Restaurant rating
Restaurant staff rating
Restaurant downtime

*Sales is the total value of items sold plus applicable taxes. Sales does not include delivery charges, other fees or taxes, or deductions for Uber's fees.

Pinpoint missed opportunities

Downtime

"Downtime" is when your restaurant is seen as unavailable to customers on Uber Eats when you are actually open. Restaurant Manager shows when this is happening, down to the minute. If you're seeing too much Downtime on certain days, it's an opportunity to make sure you and your staff are using the tablet correctly to stay online. Staying online means more opportunities to accept orders.

Missed Orders

"Missed Orders" were orders not accepted by your restaurant. To avoid missing orders, accept them as quickly as possible. Make sure your tablet is always charged and placed in sight. The volume should be turned up so you can hear the order come in.

Inaccurate Orders

"Inaccurate Orders" include those that customers indicate had missing or incorrect items. Your restaurant can be charged for the inaccurate or missing items to refund customers.

Use feedback to your advantage

Reviews

The Feedback section of Restaurant Manager shows real reviews from customers and delivery partners. Sometimes, they're more honest than what you'd get in person! These reviews can only be seen by you so you can use them to improve.

Restaurant Rating

This is your overall level of customer satisfaction from the last 90 days. A great rating can even give your restaurant higher visibility to customers using Uber Eats.

> Tip: One way to improve your rating? Understanding what's popular on your menu – and what isn't. The more time you spend digging into reviews of your best and underperforming menu items, the more you'll understand what your customers care about and crave.
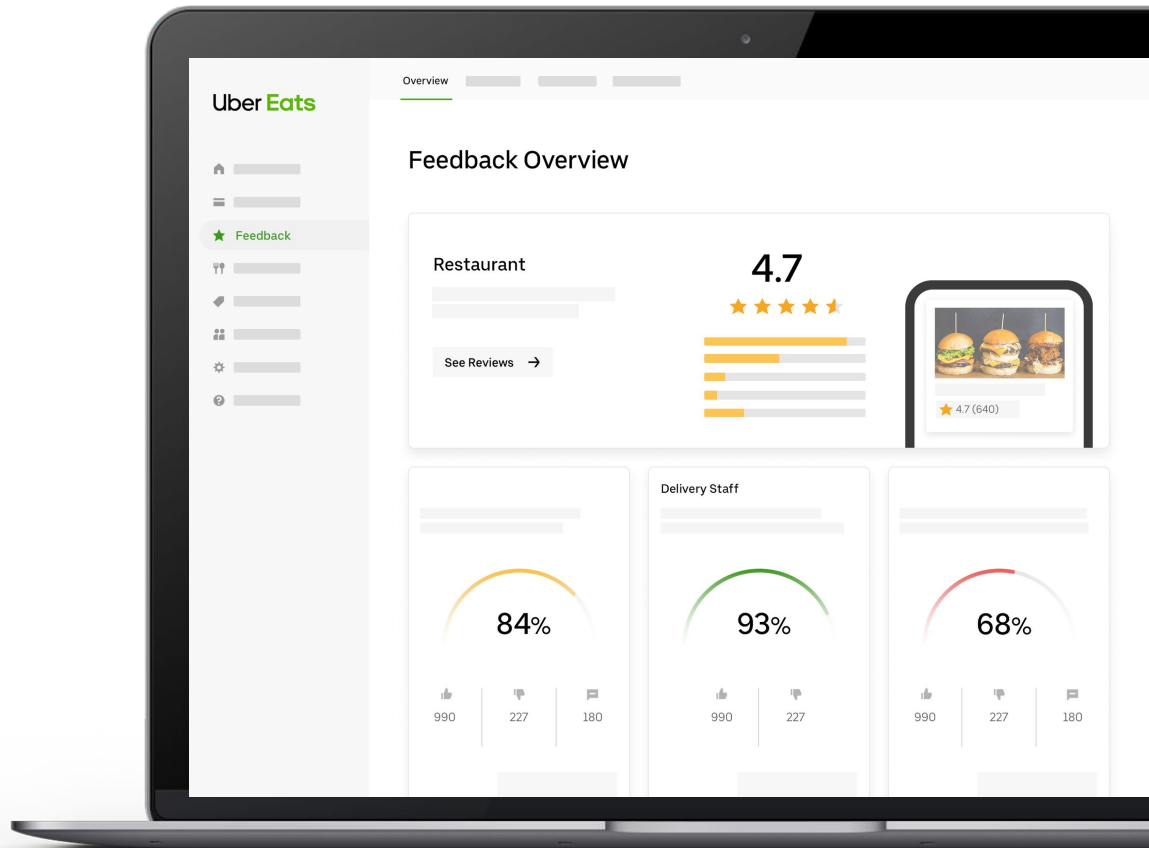
Boost marketing in simple, powerful ways

There are extra ways you can make your business stand out! Visit this page for all tools, but get started here.

Create a website badge

This clickable icon gives customers a quick link straight to your Uber Eats menu - through your website or Facebook page, for example.

Professional photoshoot

Make sure you schedule one through Uber Eats! It's complimentary for the first session. Customers are far more likely to order menu items with images.

Use our social media guide

From logos to photos and language you can share, we've got social media best practices to let customers know you're ready to take their order through Uber Eats.

Marketing campaigns

Restaurants can launch their own marketing campaigns to give users enticing promotions. Log into Restaurant Manager to set one up!

Take $10 off
your first order

Uber Eats

Want more tips on how to grow your business with us?

Grab [this PDF](#) to really dig into how you can boost your business with Uber Eats.

You asked:

Are there FAQs?

Delivery zone FAQs

Why would a delivery zone change?
When there aren't enough delivery partners nearby, all affected restaurants' delivery areas are adjusted. This usually occurs during periods of high demand or bad weather conditions. For example, during times of heavy rain, more consumers want to eat at home, while fewer delivery people may be on the road. By temporarily reducing the delivery area, we maintain a high level of reliability by helping to ensure delivery people are available to pick up and drop off your orders.

Will I receive a notification when my delivery zone has changed?
Because delivery zone changes are usually very short and temporary, communications are not sent to individual restaurants. If, however, a market is closed due to severe weather conditions or a local emergency, a notice should appear on the restaurant tablet.

Can I request to change my delivery zone?

If using Uber's delivery people, delivery zones cannot be changed upon request as the default is dynamic to ensure fairness to all the restaurant partners. If your restaurant is using its own delivery people, the delivery zone can be set.

Can I find out my delivery zone?

Since your delivery zone can change, we do not share its exact size. However, we aim to ensure your food can be delivered as far as possible, and delivery zone changes occur with the goal of maximizing distance your orders go while helping keep your customers satisfied.

Pricing and delivery fee FAQs

How is the delivery fee determined? Why does my delivery fee change?
The delivery fee structure for eaters creates more affordable options for eaters while still allowing restaurants to charge a higher delivery fee for customers further away.

Within the delivery fee structure range, delivery fees are regularly reviewed and updated to account for marketplace changes. This means the delivery fees your customers are subject to may change from time to time. When you receive an order, you can always check the delivery fee charged to your customer.

The delivery fee applying to an order from your restaurant depends on the distance between your restaurant and your customer's address and the average cost of orders from your restaurant. From 25 May 2020 fees will also take into account your customer's location.

Why is my restaurant experiencing a higher delivery fee, while another restaurant nearby is not?
The amount of temporary change to the delivery fee is calculated based on the supply and demand in any given area, and can differ, even when looking at restaurants nearby. It takes into consideration how many customers are currently looking to order, their delivery locations, and the number of delivery people on the road who are free to accept an order.

Is there a cap on how high a delivery fee can go?
During times of unusually high customer demand or low number of delivery people on the road, it is important to make adjustments to balance order reliability with customer affordability. While the delivery fee will increase for a short period of time, there is a limit to how much the delivery fee can change for each market. This limit is calculated based on a city-specific multiple of the order's delivery fee.

Delivery, prep time, and dispatch FAQs

What factors go into matching a particular order to a delivery person?
- Estimated delivery person time of arrival: Estimated time of arrival at the restaurant based on where the delivery person is currently located. We look for this time to match up with the restaurant's expected prep time.
- Estimated delivery person wait time: Expected wait time at the restaurant based on historical data
- Max distance: To protect delivery people from long pickup travel times, delivery people that are far enough away from the restaurant at the time an order comes through will not be matched to that order
- Vehicle type: Depending on the type and size of an order, a certain vehicle type may be assigned over another. For example: for larger orders a delivery person in a car may be assigned over a delivery person on a bike.

How is meal prep time determined?
Restaurants can set their average meal prep time within the Settings tab of their Restaurant Manager account. To help optimize food prep time accuracy over time, we also use a machine learning model to learn and predict the food prep time, taking into account historical prep times, information about the order, (how big it is, which items are in it), the time of the order (hour of day, day of week), and the real-time state of the restaurant (recent prep time delays, number of orders in the restaurant queue).

What determines whether an order gets matched to a delivery person in a car or bicycle?
If you are in a city that offers multiple modes of transportation for delivery, the type of delivery person that an order is assigned to will depend on a number of factors, including size of order, and distance to be travelled.

Is there a cap on the number of orders that can be batched at a time?
This can vary widely from city to city but generally no more than 2 orders will be batched at a time to ensure reliable food quality and timely delivery.

Thank you!

Uber Eats