



Swiggy Streamlines Communication, Secures Privacy and Reduces Opex with Airtel IQ.



Since 2014, the online food delivery industry has grown six-fold in India. Cuisine variety, exciting offers and convenience have been the primary drivers of the rapid growth of online food delivery services. The outbreak of COVID-19 catapulted these services from being an option to being considered essential.

Being the pioneer of the food delivery service in India, Swiggy has always prioritised customer experience and has been proactively streamlining its service, making it more secure.



The Client



Swiggy is one of the fastest-growing unicorns in India. Launched in 2014, it literally forged a new industry and market in the country. Consistently ranked among the best, year

after year, the company has earned its reputation by building an extensive logistics network and facilitating seamless communication between customers, agents, and restaurants.



The Problem

A lot goes on at the backend from the time customers place their order to when the food is delivered to them. In addition to timely and accurate communication between all stakeholders, Swiggy also ensures full

customer privacy. Swiggy partnered with several technology vendors, but their SLA covered only the cloud aspect of the deal, and not the downtime or glitches emerging from the telecom network. Besides, they charged



Swiggy twice for each call between the customer, agent, or restaurant as their system triggered two separate calls to connect the two stakeholders. Swiggy needed a partner who could take full ownership of both

technology and network at a feasible service cost. That's when Swiggy partnered with Airtel IQ – the cloud communication platform (CCP) backed by India's leading telecom network.



The Solution

The integration of Airtel IQ and Swiggy was completed within days. Airtel IQ served as the intermediary between the customer and the restaurant, or the delivery agent. When a delivery agent needs to call the customer and clicks the 'call customer' button on the Swiggy app, the call lands on the Airtel IQ platform and it communicates the delivery agent's details to Swiggy's server to receive the respective customer's number. On receiving the number, Airtel IQ initiates a call to the provided number, which serves as a bridge between the agent and the customer. Thus,

both parties have the experience of a regular call without compromising on their privacy.

Apart from this, Airtel IQ provides a PIN-based cloud calling function for the eatery, or the chef to contact customers. When the person-in-charge at the restaurant calls on the displayed number against the customer's detail on the Swiggy partner portal, IVR welcomes the caller and asks for a PIN. On entering the PIN into the IVR, Airtel IQ initiates a call to the customer, displaying a virtual number, and patches the restaurant to the customer.



The Benefit



Since Airtel IQ is integrated with Airtel's network, Swiggy experiences an industry-leading network and CCP uptime resulting in near-zero call disruptions. The communication between customers, agents and restaurants takes seamlessly without any additional effort from any party, along with 100% assurance of privacy. This is one of the reasons for enhanced customer experience, making Swiggy consistently rated among the best in customer experience.

Airtel IQ triggers only one call per

communication, unlike the other vendors that Swiggy partnered with earlier. As a result, the communication expenditure of the food delivery major has decreased by 50% since the adoption of Airtel IQ.

Also, Airtel IQ's intuitive dashboard provides real-time insights to Swiggy's customer service team to facilitate continuous customer experience enhancement. Impressed with the tangible benefits of Airtel IQ, Swiggy is keen on leveraging the partnership to scale new milestones in the coming years.