

## Study about Evaluation System of Take-out Platform

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### Abstract

In recent years, news of disputes over take-out has often appeared in the media. This paper attempts to study the evaluation mechanism of take-out platforms to improve the relationship between takeout platforms, delivery workers and customers. In this study, a field survey was conducted among delivery workers in Beijing, and a questionnaire was distributed on the Internet to investigate customers' comments and attitudes. A total of 65 delivery workers and 100 customers were surveyed. After survey and analysis, this paper believes that take-out platforms should slow down the delivery time for delivery workers and adjust the evaluation mechanism of customers for delivery workers.

### Keywords

Take-out Platform; Delivery Worker; Online Evaluation System.

### 1. Introduction

Nowadays, take-out has become a mainstream way of eating in people's lives. As we all know, delivery workers work very hard, they can be seen everywhere in the streets and alleys and always go out tirelessly no matter in the harsh winter or in the hot summer. In recent years, "Eleme" has gradually grown and become a large enterprise which occupies half of the take-out O2O (Online To Offline) business on the basis of taking college students as its main customers in the market competition. However, the relationship among customers, delivery workers and merchants is becoming more and more tense and delicate, although it is not a tripartite division of the world, they are blaming each other for shirking their responsibilities [1]. Sometimes, because customers make negative comments, merchants will even maliciously use violence to retaliate against customers. For example, merchants came directly to threaten the ordering customers and cut down the door because of the disputes over the ordering of meals, which was reported by many media in 2016.

Such vicious events can actually be rectified and coordinated by changing the way the platform operates, but the present situation of most take-out platforms is not ideal. The feasible way to improve the relationship among the three is to rectify the operation mode of take-out platform and the mutual evaluation among merchants, delivery workers and customers, which is conducive to the long-term development of the industry [2, 3].

In this study, online and offline questionnaires were mainly used to collect data, and a preliminary survey was conducted by means of questionnaires, thus understanding the present situation of take-out industry and evaluation system in detail. In the first step of the survey, a field survey was conducted with a sample size of 60 delivery workers by taking the delivery workers in Beijing as samples; at the same time, an online survey on the use of customer evaluation system and the expectations of take-out service was conducted by using Wechat moments as the main means, and the focus of the study was on employee service (namely, the work of delivery workers).

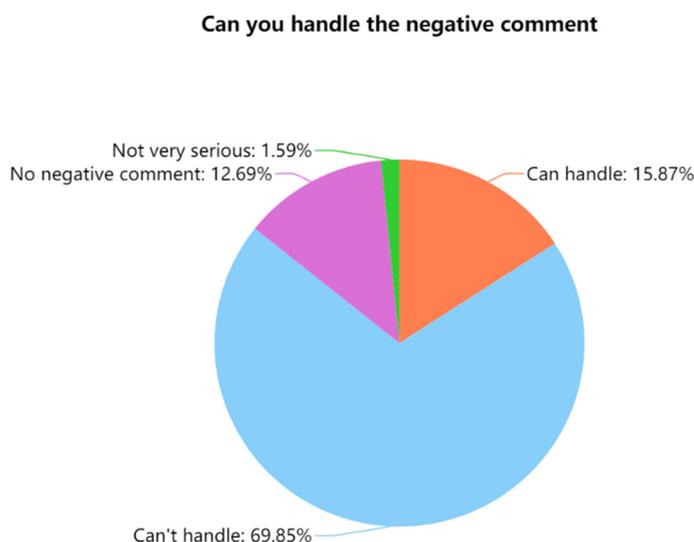
## 2. Survey and Analysis of the Evaluation System of Take-out Platform

In order to get a deeper understanding of the real situation of the evaluation system, the situation that each group may encounter in their link was speculated for two different groups of customers and delivery workers, and the questions were designed, then a total of 65 delivery workers and 100 customers were surveyed. The age of the questionnaire survey group is above 10 years old and under 40 years old, which is the group that orders take-out most in peacetime.

### 2.1. Survey Results for Delivery Workers

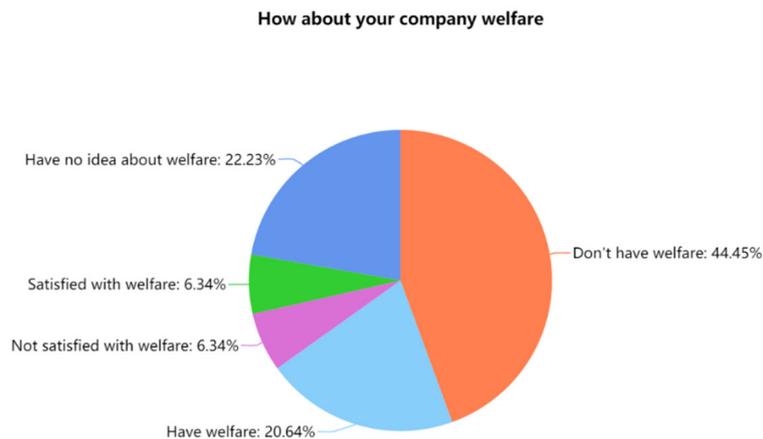
At present, the rights of delivery workers are limited. For example, some customers make negative comments just because the delivery worker is a few minutes late, they never think how much the negative comments will affect the career of the delivery worker when the delivery worker is unable to withdraw the negative comments [4]. In order to investigate the situation of delivery workers, several special surveys on delivery workers were carried out, and the following data was collected (the sample size of the following survey was large and the data was reliable).

Firstly, whether delivery workers can handle negative comments was investigated. According to the chart, it can be seen that almost no one in the take-out and delivery industry can not be judged badly, nearly 70% of delivery workers can not solve the negative comments, 13% of them never get the negative comments, and 16% of them can negotiate to solve the problem. So roughly speaking, only one out of every ten delivery workers has not received a negative comment, and nearly 70% of the delivery workers can not solve this problem, because the cancellation of the negative comment is entirely determined by the customer, and the possibility of handling it is low. It can be concluded that the negative comment can not be handled in most cases. Detailed results are shown in Figure 1.



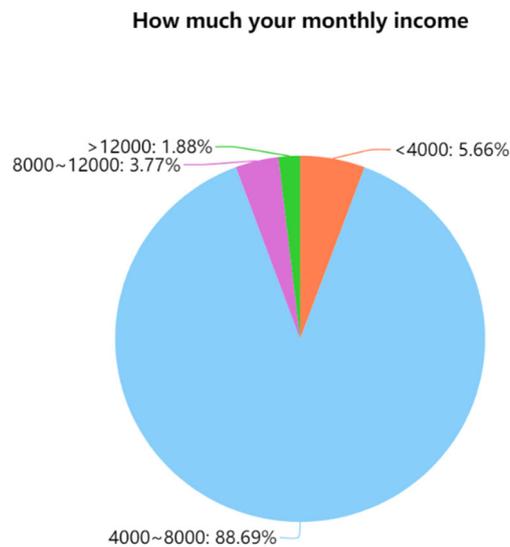
**Figure 1.** Situation of whether the negative comment can be handled

Secondly, the welfare provided by the company to the delivery workers and the evaluation of the welfare were investigated. In the survey, nearly 45% of the delivery workers have no welfare, while about 27% of them have welfare. Among them, about 20% of the delivery workers think that the welfare is good, and 22% of them have no concept or understanding of welfare, which can also be classified as welfare-free. Thus, nearly half of the delivery workers have no welfare guarantee.



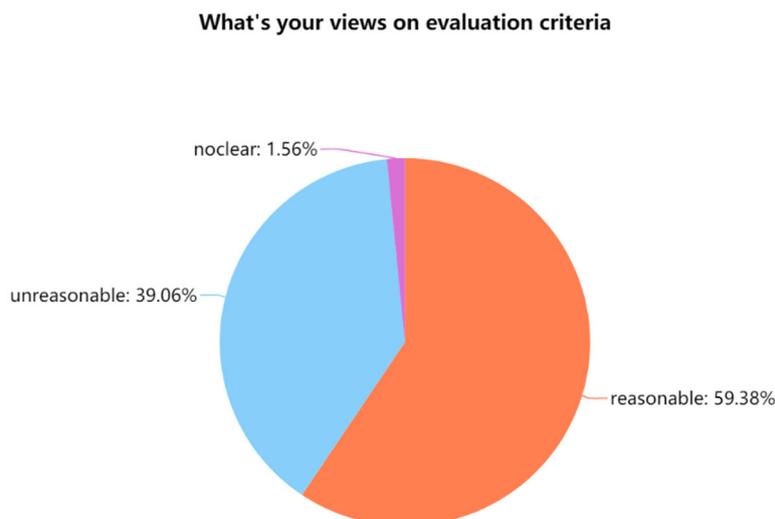
**Figure 2.** Company welfare and evaluation of welfare

Thirdly, the working hours and salaries of delivery workers were investigated. The salaries of delivery workers are basically determined by the type of company, distance, working hours, customer evaluation and so on. The figure shows a large area - the monthly salary of about 90% of the delivery workers is in the range of 4000 to 8000 yuan, very few of them are in the range of tens of thousands, while 5% of the delivery workers' monthly salary is less than 4000 yuan. The average wage of Beijing wage earners in 2018 was 8000 +, which shows that the wages of delivery workers are middle-to-low.



**Figure 3.** Interval division of income ratio

Finally, from the point of view of take-out platform, delivery workers have the most voice, followed by their subjective evaluation of the evaluation system. It is obvious from the chart that 60% of delivery workers are unsatisfactory with the take-out evaluation system.



**Figure 4.** Delivery workers' views on evaluation criteria

Based on this survey, the results are as follows:

(1) Most delivery workers think that there are some problems in the evaluation system, but they have few opportunities to deal with the negative comments given by customers.

(2) The wages of delivery workers are lower than the average wage class, and 40% of the companies can not provide satisfactory benefits.

In general, compared with customers, the status of delivery workers is at a disadvantage, and the quality of life is not high.

## 2.2. Survey Results for Customers

As for the group of take-out customers, based on the fact that customers are influenced by the actual service of delivery workers and the tolerance degree of customers themselves to delivery workers when they make the negative comment, namely, the individual differences of customers, this study assumes that one fifth of the customers exaggerate or even make mistakes in the service of delivery workers, two fifths of the customers strictly enforce the standards, and two fifths of the customers are tolerant and hardly give negative comment to delivery workers, at the same time, one fifth of the customers often use emotions[5].

Five questions are designed to verify the hypothesis, thus hoping to understand the proportion of the above three kinds of people in the customer group from these five questions and design a correct and scientific questionnaire and the way to judge the delivery workers[6,7].

In the first question (how long is the delivery time later than expected, and customers will make negative comment?), 56% of the customers said that they would "reminder but do not give negative comments", they can be classified as "tolerant" customers; 7% of the customers said that they would give a negative comment if delivery workers were late or less than 10 minutes late. Because the overtime compensation on Eleme platform starts in 10 minutes, the group believes that it is normal for the platform to default that the delivery workers are less than 10 minutes late [8]. Therefore, all the customers in this range can be classified as "too harsh" customers; the remaining 43% of customers can be classified as "strictly enforcing standards" customers. The actual number of people who are too harsh is tested by this question, and the results are roughly consistent with the hypothesis of this group, but it is obvious that the "too harsh group" in this group's prediction is larger than the reality.

In the second question (do customers tolerate the errors of delivery workers?), 76% of customers think it can be accommodated, but the degree of accommodation varies; while the remaining 24% of customers think it is totally unacceptable for various reasons. In this part,

the number of people who think they are willing to be inclusive is tested, and the results of those who tend to be inclusive are larger than the group's expectations.

In the third question (why did you give a negative comment to the delivery worker?), the questionnaire answer was given on the basis of the reason of the negative comment on Eleme. Unexpectedly, as many as 69% of customers made negative comments because of the subjective reasons of "bad attitude of delivery workers" or "bad mood", which were not quantifiable or even emotional; only 15% of customers made negative comments because of the objective and existing website options: incomplete clothes, long distribution time, poor food integrity and so on; and the remaining 16% of customers chose the others, while 74% of the 16% wrote "delivery address errors". From then on, it can be seen that the previous assumptions are not valid, and 69% of customers have emotional reasons for making negative comments. In addition, another unexpected gain is that Eleme platform is suspected to be missing in the selection design.

In the fourth question (how much do you think the average salary of delivery workers is?), 15% of customers think that the salary of delivery workers is below 4000 yuan, 50% of customers think it is between 4000 and 8000 yuan, and 35% of customers think it is between 8000 and 12000 yuan. In fact, the average wage of delivery workers from Eleme is between 4500 and 8000 yuan. It can be seen from this that a large number of false reports in the media about "take-out employees' salaries up to tens of thousands" have led to the wrong estimation of delivery workers' salaries by the masses. A large number of customers overestimate the salary of delivery workers, which leads to their overestimate of the value of their services, and this mentality may lead to a sense of crisis among some people with lower wages, thus, hostility and prejudice often arise when social groups have a sense of crisis [9]. Through this question, it can be concluded that the delivery workers are prejudiced, which is accorded with the group's hypothesis.

The last question (do you think the delivery workers should complete additional tasks?) is a hot social issue, which is based on the fact that additional tasks, such as buy drinks, are not within the scope of service. The group expects to get more than three quarters of the negative answers, but the results of the survey are shocking. 10% of customers think delivery workers should help them, 36% of people think it depends on the situation, and 54% of customers think it should not. The result shows that the expected service of the customer group is actually higher than the service scope of the delivery workers, which supports the conclusion of the fourth question, and further illustrates that the negative comment for the delivery workers is not necessarily due to the lack of the completion of their own work.

Based on the survey, the following conclusions can be drawn:

- (1) There are a small number of customers who are too strict and zero-tolerant with regard to delivery workers.
- (2) Customers generally evaluate delivery workers on the basis of subjective feelings.
- (3) Customers' service evaluation criteria for delivery workers may be higher than the actual required quality.

### 3. Conclusion

As can be seen from the research, the limited time most customers can tolerate is about 5-10 minutes, so it is acceptable for customers to ensure that the delivery workers can arrive within 5-10 minutes before and after the appointed time. However, on the one hand, most of merchants do not give the delivery workers enough buffer time, and the orders they give sometimes repel each other, which gives customers a bad impression and makes the delivery workers get negative comments; on the other hand, sometimes customers will be furious because of the late arrival of the delivery workers, and they will be uncontrolled by reason and

act improperly under the impulse. Therefore, take-out platform should adjust the service time of take-out distribution, so that the delivery workers have sufficient time for distribution, rather than rushing to perfunctory.

The results are biased, because most of questionnaires are distributed around schools and at noon, and the uncontrollability of the respondents will naturally lead to a slight deviation in the results. In addition, the limited resources for investigation and research and the lack of concrete research on this aspect of the problem are naturally the decisive factors that may lead to skewed results. In the follow-up study, the delivery workers of the specific take-out service platform can be investigated, and the survey objects for customers can be promoted to the outside world, not only around school, but also focusing on every corner of our life.

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