Fimble | Dispatch

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Where Every Minute and Mile Matter

Delivery has evolved from a trend to an essential revenue driver for every F&B business.

With nearly every operator now leveraging their own platforms, third-party aggregators or both, and customer expectations becoming increasingly high, the difference between thriving and surviving comes down to operational excellence.

56%

of millennials and Gen Z adults say **delivery** is an **essential part of their lifestyle** [1]

24%

of customers said **tech** would make **delivery faster** [2]

1 in 4

customers would like to know accurately **when their orders will be delivered** [1]

Sources:
1. State of the Restaurant Industry Report, National Restaurant Association
2. National Restaurant Association

Solution

In the crowded delivery space, even slight improvements in **speed**, **accuracy**, **consistency**, and **transparency** can translate into major gains—reduced costs, higher customer satisfaction, and lasting loyalty.

Integrated dispatch systems unlock these advantages by automating and streamlining every aspect of delivery, enabling F&B businesses to deliver excellence with every order.

Benefits

Faster Delivery & Reduced Delays

Restaurants equipped with **automated order-routing** systems reported a:

32% improvement in

delivery speed [1] and a

24% decrease in

customer complaints

related to delays [1]

Source:
1. *Restaurant Delivery or Takeout Software Market,* Market Growth Reports

Benefits

Improved Customer Satisfaction

Restaurants using **real-time tracking in delivery** saw a **25%** **increase in customer satisfaction** scores due to increased transparency [1].

Customers love seeing exactly where their food is, making them feel confident and valued throughout the delivery process.

Satisfied customers = Fewer cancellations, complaints, and negative reviews.

Source:
1. *Restaurant Delivery or Takeout Software Market,* Market Growth Reports

Benefits

Smarter Routing, Faster Deliveries

Fimble's dispatch assigns orders automatically and groups nearby orders, increasing overall efficiency and productivity. The result: faster deliveries, lower mileage and fuel consumption, fewer complaints and cancellations, and a smoother kitchen-to-door operation.

Complete Visibility in Real Time

With real-time driver location and multiple smart indicators visible on a single dashboard, operators gain the agility to handle delays proactively—while customers track their orders live, experiencing the transparency and reliability that build long-term loyalty.

Multiple Order Sources, Less Chaos

Fimble's dispatch unifies in-house drivers, last mile partners, and cloud/dark kitchen operations into one place. This eliminates manual errors, improves order accuracy, and makes even the most complex setups run like clockwork.

Empowered, Accountable Drivers

Driver tools give delivery teams the clarity and autonomy they need to perform at their best. With features for easy clock-ins, live updates, direct access to order details, and instant messaging, drivers stay accountable, punctual, and connected—closing the gap between store and customer.

Routing

Optimize every route and order assignment automatically for faster deliveries, increased order capacity, and better cost control per order.
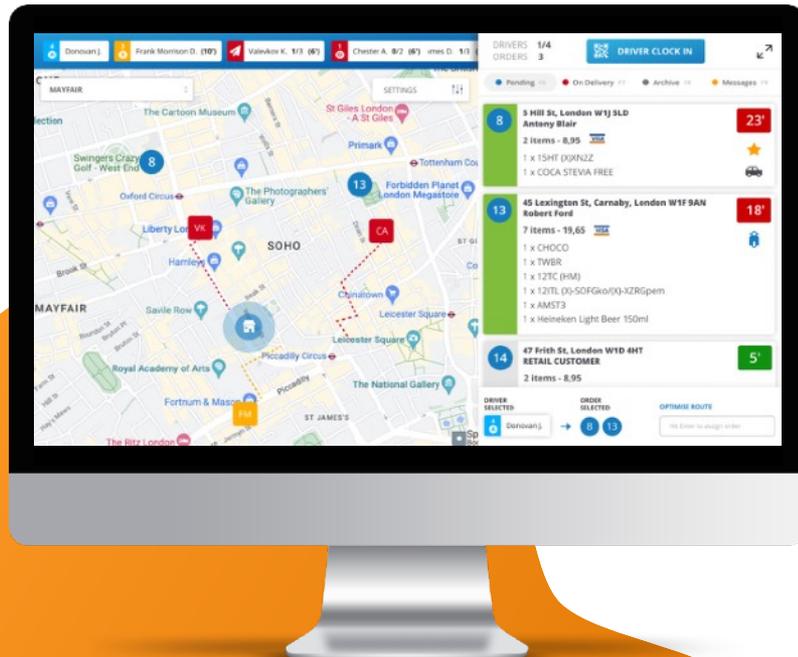
- Display of **ready-for-delivery orders** in-store monitor with map location, elapsed time, and customer information

- **Automatic order assignment** based on driver availability with equal driver rotation, without requiring delivery slips, barcode scanners or dedicated dispatch managers

- **Automatic grouping of close-by orders** for efficient multi-drop deliveries

- Options for both **automatic** and **manual order assignment** for **third-party drivers**

Routing

Handle issues before they become problems with smart indicators for proactive decisions
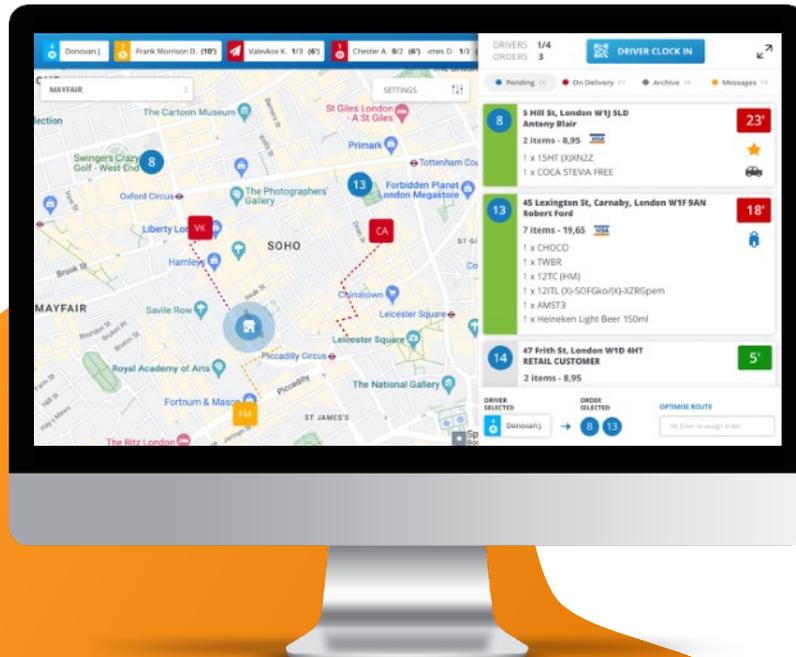
- **Return driver status** and **delay warnings**

- **Traffic** and **weather warnings** for live updates on any road conditions

- **Package size alerts** to prevent overloading by matching order size with the right vehicle:
  - *Bike alert:* Notifies when orders can't be combined.
  - *Car alert:* Flags orders that may need more than one bike or a car for delivery.

- **Callbacks** for tracking customer updates

- **Open tickets** for proactive resolution, like offering coupons

- **New customer indication** to enable special engagement or marketing activities

- **Customer tags** to instantly identify segments that are expected tailored service

Routing

Generate more revenue while keeping ROI under control by selectively expanding your service area to serve more customers

- ◉ Set up **multiple delivery areas** by radius, custom polygon, or zip code—with dynamic management across stores and configurable options for delivery time, minimum order, and delivery radius.

- ◉ **Secondary delivery zones** with configurable promise times, minimum order values or fees to control ROI for distant areas and manage customer expectations

- ◉ Managers can **reroute** or **bypass** system recommendations and **manually adjust order** and **driver priorities**
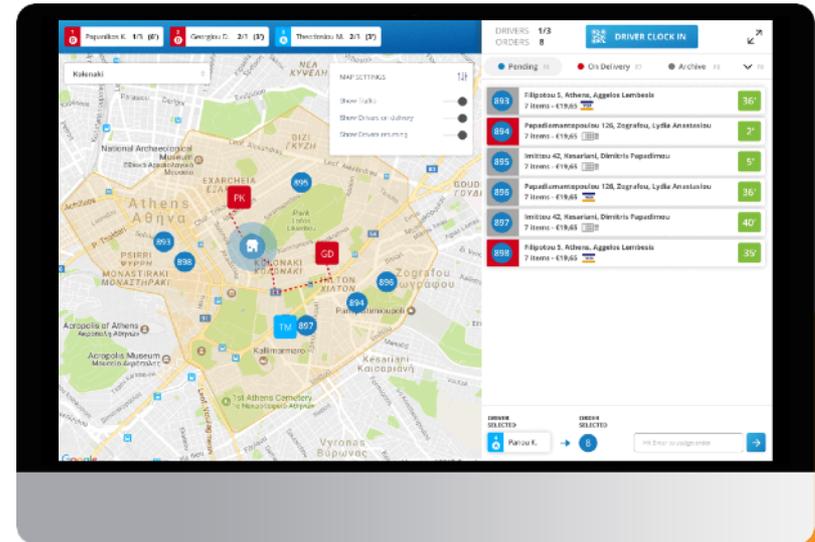
Live Tracking & Visibility

Real-time tracking and instant alerts let operators react to delays, while customers enjoy live updates and accurate ETAs that build trust and satisfaction
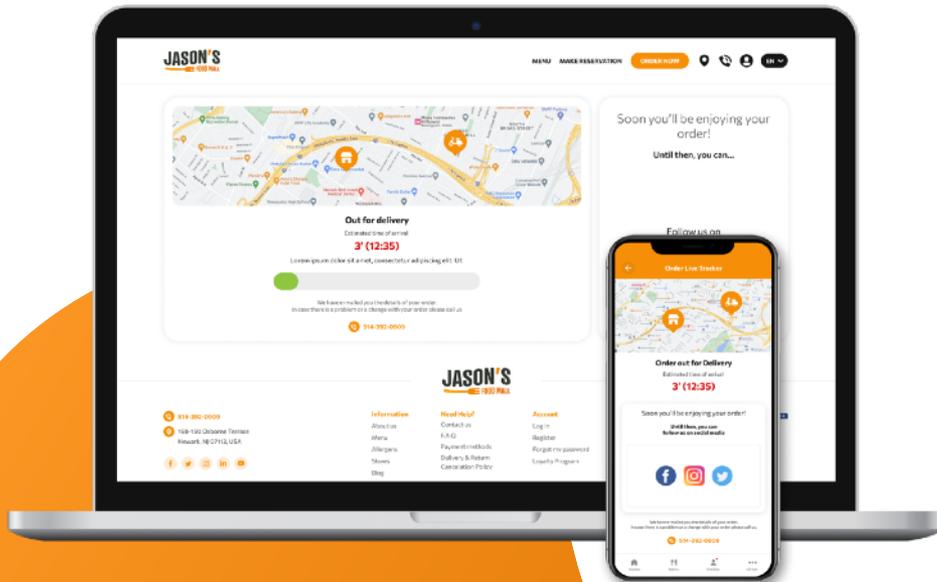
- **Live driver location tracking** for both in-house and third-party drivers via GPS visible to in-store monitors and customers

- **Real-time dashboards** display active deliveries, available drivers, and progress

- **Color-coded driver status** (available, en route, returning) for quick view of team capacity

- **Driver trails** and **time intervals** (10–60s) configurable to balance accuracy and data use

- **Instant notifications** for arrivals, delivery completion, delays, or missed deliveries to the store monitor

Driver Assist

Empower drivers to work paperless, faster, with fewer errors and less back-and-forth

- **Native mobile app** offers instant access to delivery details, no paper slips needed

- Simple **clock-in** and **clock-out** without requiring credentials

- **Automatic sync** of delivery status to dispatch monitor showing **OTD, arrival, delivery,** and **return updates,** for accurate delivery-cycle tracking with no manual input

- **One-tap access** to navigation, customer arrival push notifications, phonebook, calls, instant messages and mid-order payment method updates

- Option for drivers to accept **credit card payments via mobile POS** or **softPOS**
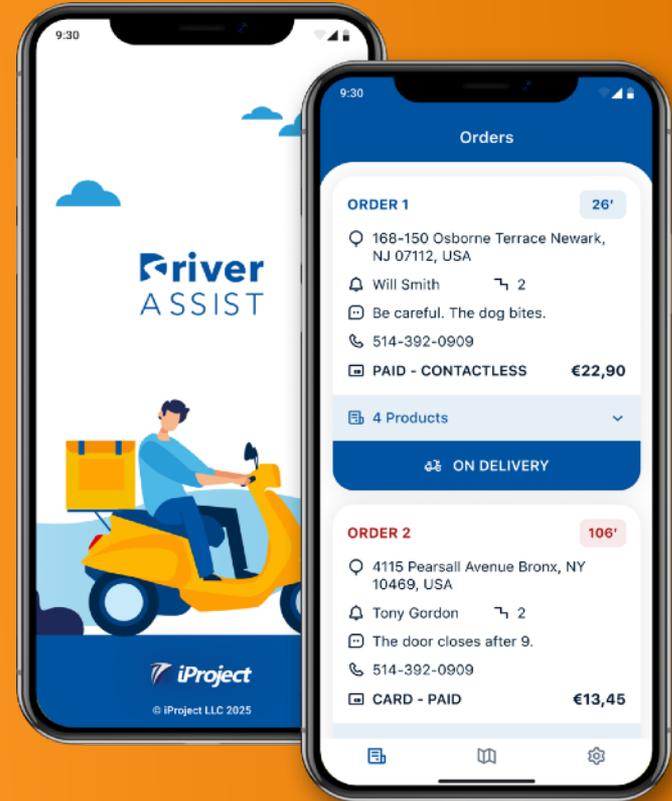
Performance Analytics

Data-driven insights for improving efficiency, reliability, and profitability.
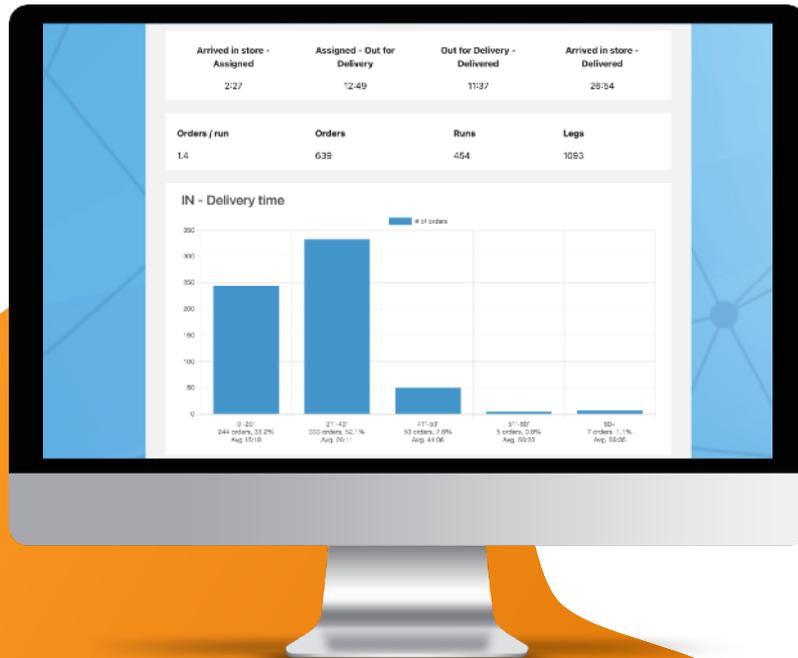
- **Tracking of unscheduled stops** to highlights anomalies in driver routes

- Detailed performance reporting:

  - **Delivery time breakdowns** with out-of-the-door (OTD), arrival, and return times

  - **Driver performance and punctuality** with average leg, run, delivery times, and estimate vs. actual OTD comparison

  - Fuel consumption and mileage

DISPATCH FLOW WITH DRIVER ASSIST

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ORDER FLOW

DISPLAY
Orders that are ready (out of the kitchen or packaged) are displayed automatically together with map location, elapsed time and customer characteristics (e.g. new, VIP, open request etc.).

GROUPING
Orders that are within X distance and ready for delivery are automatically displayed with a grouping recommendation.

ASSIGN
First order is automatically assigned to first available driver. Both queue and priority can be altered either by the driver or store/dispatch manager (with pin) depending on configuration.

ON DELIVERY
Orders on delivery are removed from the list and the map, and moved to a separate tab.

ARCHIVE
Upon driver return, order is automatically archived and relevant performance metrics data are logged.

DRIVER FLOW

CLOCK IN
Driver picks a smartphone, opens Driver Assist App and scans his/her QR code on the dispatch monitor.

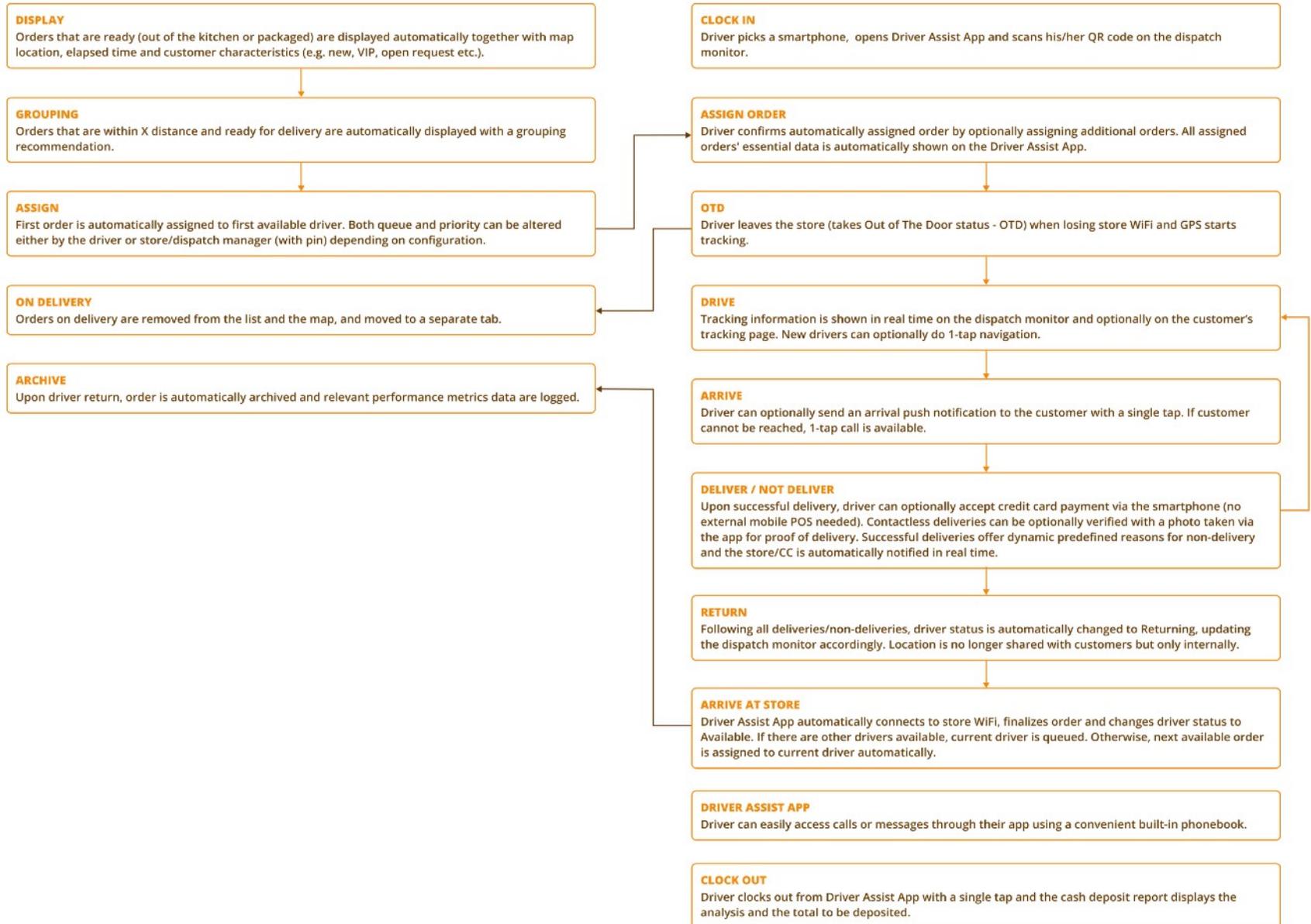**ASSIGN ORDER**
Driver confirms automatically assigned order by optionally assigning additional orders. All assigned orders' essential data is automatically shown on the Driver Assist App.

OTD
Driver leaves the store (takes Out of The Door status - OTD) when losing store WiFi and GPS starts tracking.

DRIVE
Tracking information is shown in real time on the dispatch monitor and optionally on the customer's tracking page. New drivers can optionally do 1-tap navigation.

ARRIVE
Driver can optionally send an arrival push notification to the customer with a single tap. If customer cannot be reached, 1-tap call is available.

DELIVER / NOT DELIVER
Upon successful delivery, driver can optionally accept credit card payment via the smartphone (no external mobile POS needed). Contactless deliveries can be optionally verified with a photo taken via the app for proof of delivery. Successful deliveries offer dynamic predefined reasons for non-delivery and the store/CC is automatically notified in real time.

RETURN
Following all deliveries/non-deliveries, driver status is automatically changed to Returning, updating the dispatch monitor accordingly. Location is no longer shared with customers but only internally.

ARRIVE AT STORE
Driver Assist App automatically connects to store WiFi, finalizes order and changes driver status to Available. If there are other drivers available, current driver is queued. Otherwise, next available order is assigned to current driver automatically.

DRIVER ASSIST APP
Driver can easily access calls or messages through their app using a convenient built-in phonebook.

CLOCK OUT
Driver clocks out from Driver Assist App with a single tap and the cash deposit report displays the analysis and the total to be deposited.

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Thank you!

For more details you can visit us at

www.fimble.io