Ryde partners with Flipdish to deliver last mile efficiency that adds value for HORECA customers

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January 24, 2022: Ryde, the SaaS platform for end-to-end delivery, has partnered with Flipdish, the complete digital ordering solutions provider for the hospitality sector, to deliver integrated services that add extraordinary last-mile efficiency and value for customers.

The integrated offering will unlock outstanding value for the hotel, restaurant, and catering industry by leveraging the exceptional end-to-end delivery management competencies of Ryde with the strong online expertise of Flipdish in serving the food and beverage industry.

Announcing the integration, Duncan Mitchell, Co-Founder of Ryde, said: “We are continuously looking to expand our offering to partners who share our vision to deliver seamless end-to-end services. With the food sector recording exponential growth online following the pandemic, our integration with Flipdish will not only benefit the HORECA sector but also customers, who are assured of seamless last-mile services.”

Simon Ward, Head of Partnerships at Flipdish, added: “With our proven track record in developing and delivering best-in-class online experiences for the hospitality sector, we see the integration of our services with Ryde as key to further helping businesses move towards direct digital ordering and away from the marketplaces. Our integration completes the offering, and irrespective of the size of the business, it will support all our partners in unlocking the online opportunity to boost business growth and strengthen customer loyalty.”

Offering everything that hospitality businesses need to win online, Flipdish provides end-to-end ordering, marketing, and management. Its solutions cover direct online and digital ordering via web, mobile, in-store kiosks, or from the table, and help build customer relationships through automated, customisable acquisition and loyalty campaigns. Flipdish also helps track and improve business performance through digital insights.

Most recently, Flipdish received a c.$100m investment led by Tencent. The funding values the company at over $1.25bn and follows a $48.5m investment from Tiger Global Management in February 2021. The investment will be used to grow global operations, fund R&D in products that enhance the hospitality industry’s digital experience for consumers, and support new customers such as cinemas, stadia, and airports.

Ryde is a customer-centric digital platform that has disrupted UK's last-mile delivery market. The Ryde last-mile delivery platform supports businesses in the management and scaling of their internal workforces in addition to an on-demand rider pool. Since its launch in 2020, it has seen escalations in both demand and expectations regarding one-hour and instant delivery.

Ryde's advanced technology seamlessly integrates with any other platform, connecting businesses to a ready fleet of on-demand couriers and levelling playing fields in industries traditionally dominated by larger companies with dedicated fleets.

Flipdish’s suite of eCommerce solutions includes Websites, Apps, QR code Table Ordering, In-Store Kiosks, and digital marketing services. With Flipdish technology, restaurants, pubs, hotels, and more can sell directly to their customers, both off and on-premises. The company was founded in 2015 and today employs over 300 people.

About Flipdish
The complete eCommerce solution for hospitality businesses, big or small. It builds incredible digital experiences for the hospitality industry. The suite of eCommerce solutions includes websites, apps, QR code table ordering, in-store kiosks, and digital marketing services. With Flipdish technology, restaurants, pubs, hotels, and more can sell directly to their customers, both off and on-premise.

About Ryde
Ryde is revolutionising on-demand delivery, putting riders in control of more than just their vehicles. We create a safe space where riders are respected and protected, receive more work, better pay, and enhanced working conditions. Ryde unlocks the last mile for all businesses from the high street retailer to the eCommerce giant. We go the last-mile to get deliveries into customer's hands.

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Scan Me:

Company Contact:

_

Ryde

E. press@ryde.team
W. https://www.ryde.team/

Additional Contact(s):
Madison at Ryde
madison@ryde.team

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