



# Zoop enables rail yatris to enjoy a 360° food experience through WhatsApp Business Platform



## About Zoop

Founded in 2014, Zoop is one of the market leaders for food delivery on trains. Approved by the Indian Railways Catering and Tourism Corporation (IRCTC) as a national food aggregator under the e-catering project, the company helps passengers choose from a diverse range of culinary options offered by 2000+ restaurant partners and food outlets. Zoop ensures that an array of delicious and hygienic meals are delivered directly to passengers' seats while on a train journey.

## Background

Zoop helps customers book meals at an upcoming station when travelling with Indian Railways. To place an order, passengers need to either download the Zoop app or log into the website. However, due to minimal network coverage in trains, Zoop was unable to provide a hassle-free and seamless customer experience.

*“Moving to the WhatsApp Business Platform has encouraged us to innovate and provide a comprehensive solution to our customers. Not only does it enable handling customer queries in real-time, the number of orders have jumped by 8% since our transition. It has offered a powerful UI/UX to our users, restaurant partners, as well as backend team, which has helped us scale our business.”*

*- Puneet Sharma, Founder, Zoop*

## Challenge

Zoop wanted to improve the experience of ordering high-quality food on trains and address network connectivity issues which often occur during long train journeys.

## Solution

Zoop, the IRCTC-authorized food delivery service, integrated their chatbot on WhatsApp to help passengers pre-book meals, have real-time order tracking and place orders from low data network areas. Since WhatsApp works efficiently even during low internet connectivity, the chatbot 'Ziva' is able to handle heavy customer traffic and respond to a flood of requests or queries.

As a result, Zoop has been able to minimize their operational challenges owing to a low network by 70% and the number of orders have increased by 8 to 10%.



## Industry

E-Catering  
Food & Beverage



## Product Used

WhatsApp Business Platform



## Functionality enabled

Customer acquisition  
Customer engagement  
Customer experience  
Order management



## Impact

**7000-8000**

Daily chat sessions effectively being resolved by Zoop's WhatsApp chatbot, Ziva

**8%**

Incremental growth in orders via WhatsApp

**10-15 %**

Increase in monthly orders

**70%**

Reduction in operational issues arising from poor internet connectivity



## Pro Tip

**Integrating WhatsApp with your business solution can provide an efficient customer experience in tier 2 and tier 3 cities.**



## Take the next step

Start transforming your customer experience on WhatsApp Business Platform.

All results are self-reported by the brand and not identically repeatable. Generally expected individual results will necessarily differ.