

# talabat

UAE Rider Report 2021

# Overview



|   |    |
|---|----|
| Introduction.....                             | 02 |
| Message from UAE management.....              | 03 |
| Road safety.....                              | 04 |
| Health and wellbeing.....                     | 06 |
| Rider experience.....                         | 07 |
| Financial inclusion and digital literacy..... | 08 |



# Introduction

talabat, the UAE's leading online food delivery and q-commerce platform, published its annual rider report to showcase the rider initiatives launched in 2021.

With over 15,000 talabat riders across all seven emirates, talabat aims to continuously improve the riders' experience and enhance their well-being, on and off the roads.

This report aims to summarise all rider projects launched in 2021, from job opportunities and road safety training sessions across the Emirates, to additional insurance coverage, salary cards and rider resting areas.

# Message from UAE management



**Tatiana Rahal**

**Managing Director at talabat UAE**

"Our riders are at the heart of everything we do as a business – they play an integral role in the success of talabat by connecting our online tech platform to its ecosystem and ensuring customers have access to their preferred restaurants, groceries and pharmacy essentials across the seven emirates. As we continue to grow, so does our large fleet of riders and with it our commitment to their safety, which remains of utmost importance to us.

We are proud that the UAE is one of the leading countries when it comes to ensuring the safety and well being of its citizens and residents, and we believe that it is through collaboration between the public and private sector that we will achieve the best results. The various initiatives that we launched in 2021 with the support of government entities is part of an ongoing collaborative

effort to provide riders with the safety training and equipment they need to feel confident while on duty, with more projects being rolled-out in 2022.

Their safety on the roads falls first on their adherence to road safety rules, but also on our collective efforts as a community to foster a road safety culture, which starts with each one of us being more patient and mindful of other road users, including delivery riders."

"We believe that riders are the pillar of the company and we have been working tirelessly to launch initiatives that can enhance the talabat rider experience. We're proud to have been able to launch several initiatives in 2021, including the rider-app update that allows riders to have full visibility on tips they receive in real-time, as well as the additional cashless insurance policy that provides our rider with another layer of insurance coverage."

"In addition, we recently launched rider salary cards that will enhance their digital literacy, allowing them to have complete transparency on their finances and simplify transactions like money transfers to their home countries. Our goal is to ultimately empower our riders, improve their working conditions and earning potential, as well as give them recognition for their hard work and dedication while keeping their safety at heart. We want their families back home to feel proud of them."



**Agam Garg**

**Director of Logistics at talabat UAE**

# Road Safety



## Joint training workshops with the authorities across the UAE

Through joint efforts between the public and private sectors, talabat held over 25 road safety training sessions with regulatory authorities in all seven emirates. The training sessions are aimed at raising awareness about the importance of adhering to road safety rules and regulations and fostering a road safety culture for the riders' own wellbeing and that of the community.

## Rider focus groups and surveys

talabat holds bi-weekly rider focus groups and has conducted a total of 20 focus groups in 2021 to encourage two-way communication and address the riders' concerns and challenges. The findings of the focus group discussions are used to enhance engagements with riders and launch new initiatives. Additionally, talabat sends out a rider satisfaction survey every month to the entire fleet where riders can rate their experience and satisfaction level, and raise any concerns.



## Rider support and feedback channels

All talabat riders have access to a dedicated rider app that includes features that enhance their experience and facilitate communication. Through the app, riders are able to raise tickets for any issues they face on the job – from concerns related to orders, equipment, restaurants, on-duty incidents and general feedback. The tickets are tended to based on the urgency of the queries, with an average ticket closing time of 24 hours.

## Internal awareness campaigns

In addition to regular road safety training sessions, talabat launched monthly awareness campaigns last year on various topics, from health and safety and Covid-19 safety measures, to weather-related tips and safe driving. These campaigns are aimed at enhancing the riders' knowledge and encouraging them to be cautious, drive safely at all times and avoid speeding on the road. Other topics covered in 2021 included reminders for riders to utilise their flexi-break and refresh throughout the day.



# Road Safety



## Flexible working hours and flexi-break

Riders have the option and flexibility to choose their preferred working schedule and break times during the day. This allows riders to choose their own working rhythm and work at their own pace. Additionally, the 'Break Request' feature in the rider app allows riders to opt for an instantly-approved break, whenever they need it and they are encouraged to use it as often as required during their shift.

## Safety gear

95% of riders have switched from bags to solid LED delivery boxes attached to their motorbikes in 2021. These boxes are created for safety purposes, to ensure weight on the bike is distributed equally and that bikes are visible at night. Riders are also provided with safety shoes and gloves and helmets, this is in addition to the upgraded shirts and trousers with built-in elbow and knee padding that are currently being rolled-out.



## Launch of talabat safety officers – talabat Patrol

In April 2021, talabat rolled-out the 'talabat patrol' (t-patrol) road safety initiative across the emirates in collaboration with Abu Dhabi Police and Integrated Transport Centre (ITC). As part of the initiative, a special unit of 20 safety officers called "talabat patrollers" were introduced to ensure that talabat riders across the UAE continue to adhere to the safety rules and regulations set by governmental entities and regulatory authorities, keeping themselves and others safe, as well as offer them assistance when needed.



# Health and wellbeing

## Additional insurance policy

In addition to the basic medical insurance that riders receive as required by law and provided by third party logistics, talabat was the first in the region to provide all riders with an additional cashless insurance policy, which includes benefits such as life insurance and accident coverage. This insurance aims to give riders an added layer of insurance coverage.

## Completion of vaccination drive



In 2021, talabat was the first online food delivery platform in the UAE to fully vaccinate its entire fleet of riders across all seven Emirates, achieving a 99% vaccination rate. The initiative was accomplished in close collaboration with the Department of Health – Abu Dhabi and Abu Dhabi Health Services Company (SEHA), and the Ministry of Health and Prevention in less than a year, since its inception in December 2020. From the start of the pandemic, talabat has continued to take industry-leading safety measures against COVID-19, including the provision of Personal Protection Equipment (PPE) to all riders, as well as offering customers options such as contactless delivery and cashless tipping.



# Rider Experience

## Hero Experience Centers

talabat upgraded its Hero Experience Centers in Abu Dhabi, Dubai and Sharjah in 2021 to ensure that riders have a smooth onboarding experience and a dedicated and fully equipped site for training sessions, meetings, events and team building activities. The Hero Experience Centers have a lounge area where riders can rest between orders and a team of coordinators who can tend to their needs and resolve issues, as well as provide online and offline support.



## Rider resting areas

talabat launched rider resting areas in multiple locations in the UAE in 2021, including three in-mall rider lounge areas located in Dubai Mall, Dubai Festival City Mall and Festival Plaza Mall in Jebel Ali in collaboration with Al Futtaim. All restaurant partners are also requested to have appropriate, dedicated and shaded rider waiting areas.

## Summer initiatives

All riders were provided with special summer kits consisting of cooling towels and insulated water bottles, which riders have shared positive feedback on. In addition to rider resting areas and lounges, umbrellas and mist fans are placed in all talabat cloud kitchens in the UAE for riders to take advantage of while waiting to pick up orders.



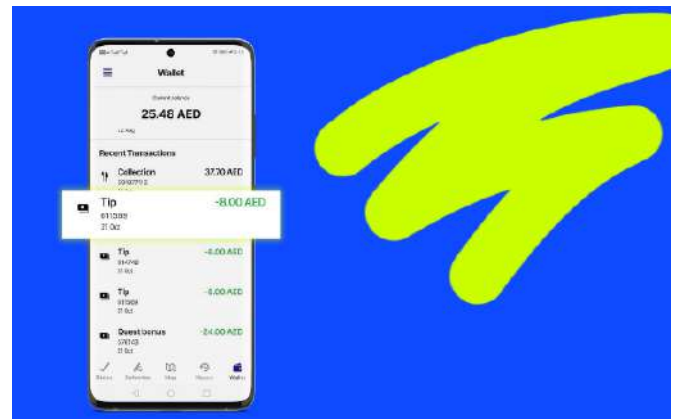
## Team building activities and rewards

In 2021, talabat launched 10 hero team engagement events in which almost 5,000 riders took part. Some of these engagements included desert safari trips and movie nights followed by dinner with the talabat team, presenting an opportunity for the team at talabat to listen to riders and learn about their challenges. Additionally, talabat distributed 500 gift hampers across all seven emirates to reward riders who chose to work during Eid.

# Financial inclusion and digital literacy

## Upgraded rider app and tipping feature

talabat regularly updates the talabat rider app, a mobile application aimed at enhancing communication with the growing fleet of riders. The app allows riders to enjoy a seamless experience, select their work shift and raise concerns. One of the most notable updates to the rider app in 2021 is the upgraded rider tipping feature that allows riders to have instant and full visibility on customer tips, which add up in their rider app wallets. 100% of customer tips go to riders.



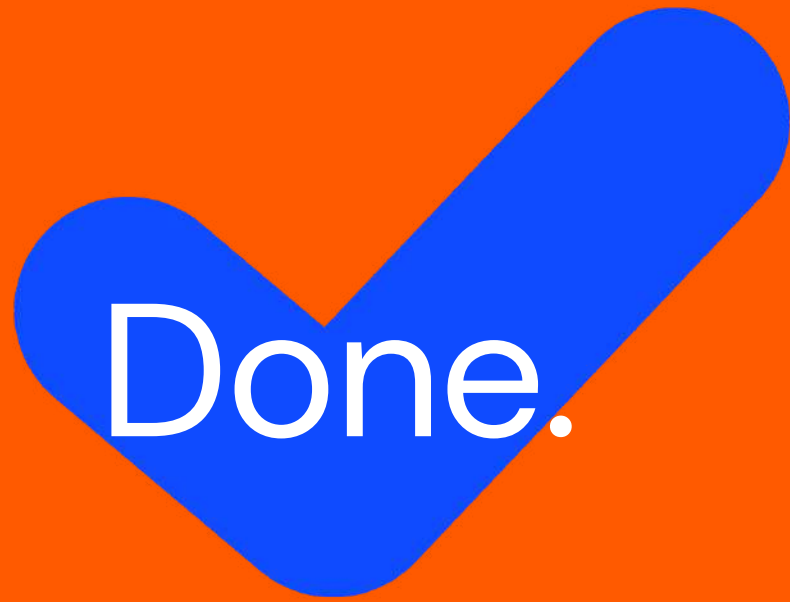
## Salary cards to facilitate digital payments

talabat supported Edenred, the UAE's largest salary processing provider, to introduce C3Pay Mastercard prepaid cards, a digital payroll solution, to all riders in the UAE. All third party logistics companies (3PLs) are encouraged to adopt the new solution which will also provide riders with access to the C3Pay mobile app where they can view their live balance and keep track of their transactions, transfer money to their home country or recharge their mobile phones in a few taps, facilitating the payment process for online and offline purchases. This step is in an effort to encourage riders to opt for cashless modes of payment, which is in line with talabat's and the UAE's vision to become fully cashless in the coming years.

## Workshops with financial entities

In 2021, talabat offered its riders a financial literacy workshop in which riders took part and gave positive feedback. In the next phase, this program will be rolled out to the rest of the fleet to enhance the riders' financial inclusivity and empower them with the right tools to have more visibility on their transactions and switch to digital payments, allowing for more convenient money transfer methods with no queues.





**talabat**

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