# Optimizing Customer Support & Onboarding for a Global On-Demand Delivery Leader

## The Customer

One of the world's largest on-demand delivery platforms, with over 56% U.S. market share and $10 billion in revenue, has evolved into a technology-driven logistics leader. Since its launch in 2013, the platform has expanded beyond food to include grocery, alcohol, and retail deliveries across 30+ countries. By leveraging AI and automation, it enhances convenience, empowers merchants, and redefines last-mile logistics globally.

## Solution Components

Amazon Connect, AWS Lambda, Amazon DynamoDB, Amazon S3, Cloud Security Standards Compliance, Real-time Alerts and Notifications

## The Challenge

The platform faced multiple operational challenges requiring swift, scalable solutions:

- High Demand for Production Support – A vast customer base required strong backend systems to manage operational issues effectively.
- Efficient Merchant and Agent Onboarding – The need to rapidly onboard new merchants and support agents to meet growing demand without compromising service quality.
- Fast Issue Resolution – Timely handling of customer queries was critical to maintaining trust and satisfaction.
- System Performance Optimization – Enhancing platform functionality, scalability, and security.
- Scalability for Rapid Growth – Sustaining seamless operations amid accelerated business expansion.

## The Solution

CriticalRiver delivered a scalable, cloud-native solution leveraging Amazon Web Services (AWS). The implementation was designed to optimize support systems, speed up onboarding, and improve platform performance and reliability.

## The Results

- Boosted Customer Support Efficiency – Faster resolution times led to higher customer satisfaction and retention.
- Streamlined Onboarding – Reduced agent onboarding time improved operational agility.
- Improved System Reliability – Cloud-first architecture ensured high uptime and minimal disruptions.
- Lower Operational Costs – Optimized resource use brought down costs while maintaining performance.
- Future-Ready Scalability – Infrastructure built to support continued rapid growth.