

Intro

The demand for gig labor has become increasingly centralized. Using food delivery as an example, labor demand is concentrated between a few large platforms whereas it was dispersed across thousands of restaurants not so long ago.

COVID-19 forced a change in the gig economy, by accelerating an expansion of gig work to more industries. This has required higher availability of riders at any given time, as higher customer satisfaction levels depend on enough drivers being available when a delivery request arrives.



<https://www.buffalomarket.com/>

Background

Buffalo Market, a California-based organic food and beverage distributor, was experiencing rapid growth in the latter half of 2021. With this growth, came an increased need for merchandising.

As they scaled their reach, from fewer than 200 to more than 1,000 grocery stores in California, they also developed an immediate need for flexible and cost-effective gig driver recruitment and dispatch solutions in their new and existing markets.



Deliver directly!

Buffalo
MARKET

Add an entire workforce to get the delivery job done so that you can focus on the core of your business!

Since 2019



Partnership

Speedy distribution is not just a “nice to have” — nowadays, it's the expectation of every merchandising service. Speedy delivery, however, requires speedy recruitment and onboarding of the required delivery workforce without comprising the quality of customer service.

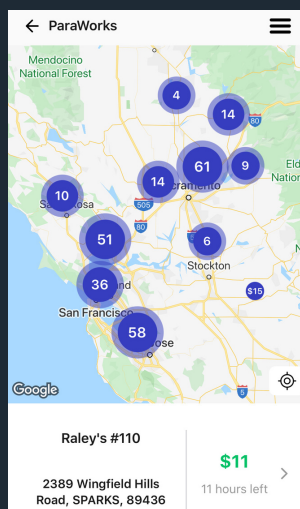
That's when Buffalo Market reached out to us! They wanted to tap into Para's large gig driver network to fill their immediate merchandising needs in Northern California. After a 1-week ramp-up period for onboarding & training, Para's gig workers began merchandising for Buffalo Market in the Bay Area.

Buffalo Market continued to focus on their core competency as Para filled their existing labor demands.

Solution

Step 1

Para implemented a new booking system, empowering Para drivers to self-schedule their routes.



Step 2

Para built an integrated merchandising flow within the Para App that automatically sent data to Buffalo Market on a daily basis.

Step 3

The partnership yielded significant benefits in less than a month. Buffalo Market has continued to utilize Para as they expand into new markets!



Results

Para helped Buffalo Market increase business volume by expediting deliveries, and delighting customers — all while cutting operating costs for them, by streamlining processes.

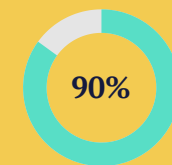
Weekly completed tasks tripled

In a little longer than half a year, the total completed tasks exceeded 25,000.



Search-to-Fill rate stands at 90%

Para filled over 90% of Buffalo Market's gig worker requests in 2022.



Driver scheduling time eliminated

The new booking system we built for Buffalo removed this process, creating efficiency gains.



Customer satisfaction increased with high gig driver retention

Para's top 8 earners completed 80% of Buffalo's jobs, delivering better service over time.

