

CASE STUDY

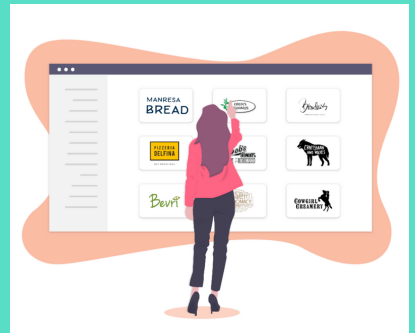


locale™

Local food marketplace delivers all over the Bay Area, using Para to find reliable drivers in the **quickest** and **most efficient** way!

Company

Locale is a marketplace that enables consumers to discover the best food from iconic eateries near and far, all in one delivery at a \$5 flat rate.



Challenge

When expanding to Los Angeles and San Diego, Locale's Ops team spent several hours on ZipRecruiter or Indeed to find qualified gig drivers for delivery. When they finally found the right matches, 50% of them did not return their calls.



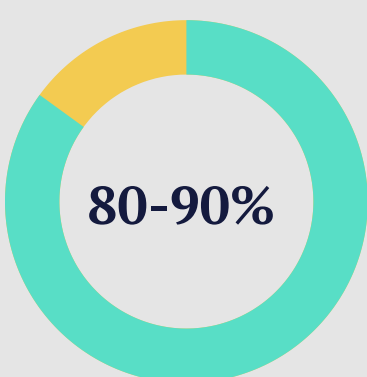
Solution

In early June 2022, when juggling the new expansion to LA and scaling in the existing markets with no sustainable & scalable driver sourcing solution, Locale turned to Para for help!



Results

As a new, customer-conscious company that's growing fast, Locale valued Para's reliability as a driver recruitment and dispatch platform customized to their needs. They've now stopped turning down new customers thanks to Para!



Percentage of all new drivers sourced through Para.



Percentage of the jobs filled before 1-2 days of delivery date.



Amount of reduction in staff costs of sourcing a driver.

2x