

# KFC rolls out in-house delivery service

KFC South Africa has launched an in-house delivery service called KFC Delivery Plus, allowing customers to place their orders via the KFC mobile app or website, and secure access to exclusive offers.



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The new service launches a month after the launch of [KFC's WhatsApp ordering platform](#), which was described as a first for the local quick-service restaurant sector.

## E-commerce commitment

KFC states that the addition of Delivery Plus is a key expansion of the brand's e-commerce commitment.

"There is no doubt that much has changed in the world over the past 18 months. The nature of the various lockdowns and the need to isolate has driven a huge shift in consumer attitudes towards online ordering. This trend has been a key driver of the launch of KFC Delivery Plus – focusing on fresh and fast delivery, to all corners of SA," says Nicholas Duminy, digital and e-commerce director at KFC South Africa.



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The changing consumer trends around online ordering has led KFC to significantly expand the number of restaurants that will offer this KFC-owned delivery service, with over 360 restaurants involved. The brand will soon be incorporating the delivery service into its WhatsApp ordering channel.

"Our new in-house delivery service has been designed to create an unparalleled food delivery offering and not only highlights our commitment to creating a frictionless customer journey with a goal of making access to our menu easier, delivery of our delicious meals simple, and to offer users access to unique specials and exclusive offers that are not necessarily available in-restaurant," says Duminy.

## Expanding delivery footprint and brand offering

“As a business we have placed significant emphasis on leveraging the benefits of digital technologies, with a view to consistently create new channels for connecting, and new ways to meet consumer satisfaction. With this new service, we have also been able to increase our delivery footprint and brand offering to consumers across SA which is a critical objective for us,” continues Duminy.



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“As we celebrate 50 years in South Africa this year, this expansion is another way we are demonstrating our ongoing commitment to our consumers and we look forward to witnessing this service – and our overall e-commerce business – grow in the years to come,” he concludes.

KFC is offering free delivery until the end of the year.

For more, visit: <https://www.bizcommunity.com>