DOORDASH

Your DoorDash Merchant Portal

A Step-by-Step Guide

Updated March 2021

Welcome to DoorDash!

Managing your business just got a lot easier.

Your DoorDash Merchant Portal has virtually everything you need to run your pickup and delivery business — it's the command center of your DoorDash partnership.

This guide provides step-by-step instructions for using the Portal to track your business performance, get actionable insights, and make adjustments directly on the platform.
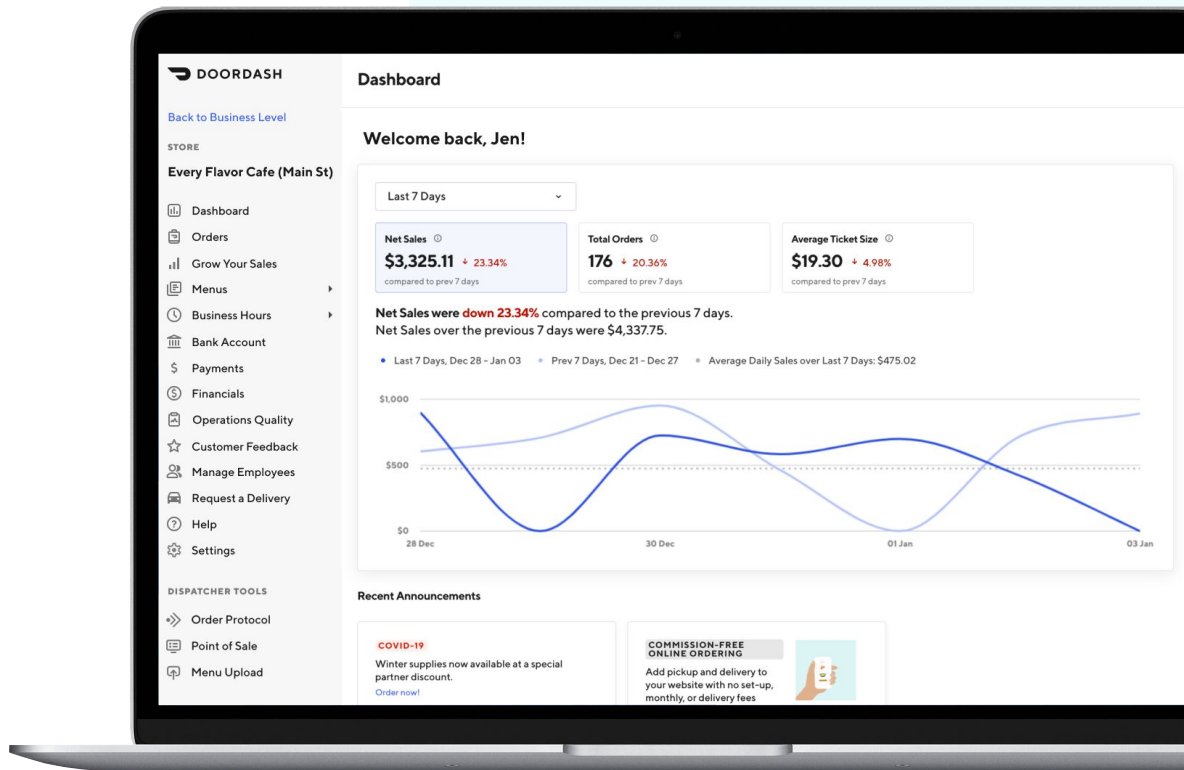
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Overview

Overview

Before we get started, there are some basics we should cover that will ground you in how you're able to use the Portal, including:
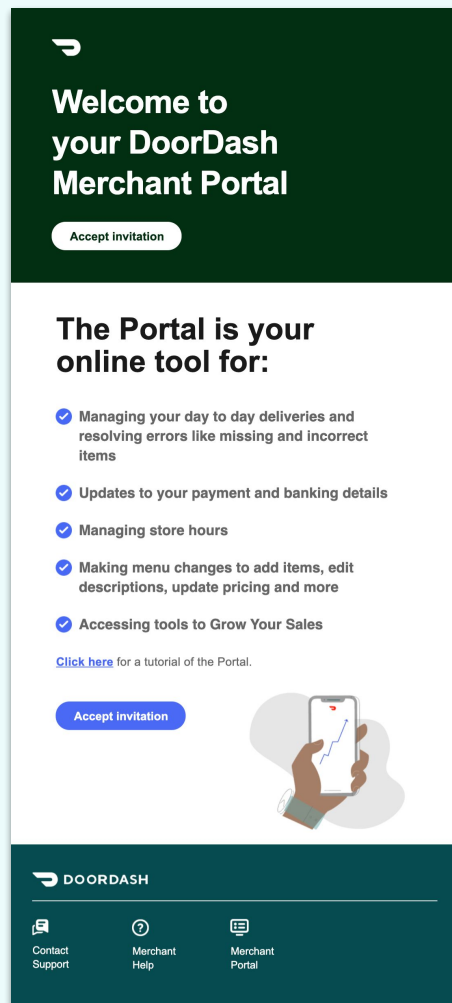
- [How to log-in](#)
- [Business vs. Store views](#)
- [Access level types](#)
- [How to get Help if you need it](#)

How to log-in

1 Navigate to the Merchant Portal login page (DoorDash.com/Merchant)

2 You will be prompted to enter your email address (the one you used to sign up for DoorDash) and password for your account. You should have received an email to create your password when your email was registered into the system.

Note: At this time, we recommend that you log into the Merchant Portal on a desktop or laptop computer using Chrome, as other browsers may cause issues. Stay tuned as we make improvements to the mobile experience.

Welcome to your DoorDash Merchant Portal

Accept invitation

The Portal is your online tool for:

- ✔ Managing your day to day deliveries and resolving errors like missing and incorrect items
- ✔ Updates to your payment and banking details
- ✔ Managing store hours
- ✔ Making menu changes to add items, edit descriptions, update pricing and more
- ✔ Accessing tools to Grow Your Sales

Click here for a tutorial of the Portal.

Accept invitation

DOORDASH

Contact Support
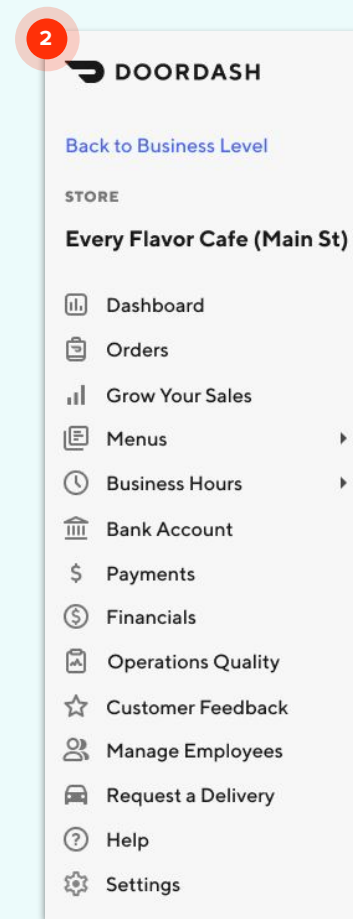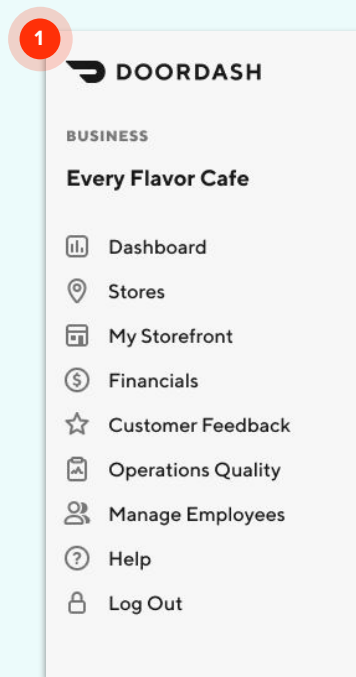
Merchant Help

Merchant Portal

Business vs. Store view

If you're a **single location restaurant**, you will only have one view in the Portal and you can disregard the next couple of pages.

If you **own or have access to multiple restaurants**, you will have two different views in the Portal - the **Business** view and the **Store** view.

1 The **Business** view allows you to review your performance and manage your business across all of your locations.

2 The **Store** view provides store-level information.

1

DOORDASH

BUSINESS

Every Flavor Cafe

- Dashboard
- Stores
- My Storefront
- Financials
- Customer Feedback
- Operations Quality
- Manage Employees
- Help
- Log Out

2

DOORDASH

Back to Business Level

STORE

Every Flavor Cafe (Main St)

- Dashboard
- Orders
- Grow Your Sales
- Menus ▸
- Business Hours ▸
- Bank Account
- Payments
- Financials
- Operations Quality
- Customer Feedback
- Manage Employees
- Request a Delivery
- Help
- Settings

Business vs. Store view

Some functionality exists at the business level while other functionality is location-specific.

Throughout the guide, we've used tags to show which functionality can be accessed at the Store and/or Business level and the table to the right provides an overview of the functionality at each level.

|	Business View	Store View
Dashboard	X	X
Financials	X	X
Operational Quality	X	X
Customer Feedback	X	X
Manage Employees	X	X
Help	X	X
Orders		X
Grow Your Sales		X
Menus		X
Business Hours		X
Bank Account		X
Request a Delivery		X
Settings		X
Storefront	X	

Switching to Store view

If you own or have access to multiple restaurants, when you log-in, your default will be the Business-level view.

To access the Store-level view:

1 Click **Stores** in the the left column navigation

2 Click the store you would like to access
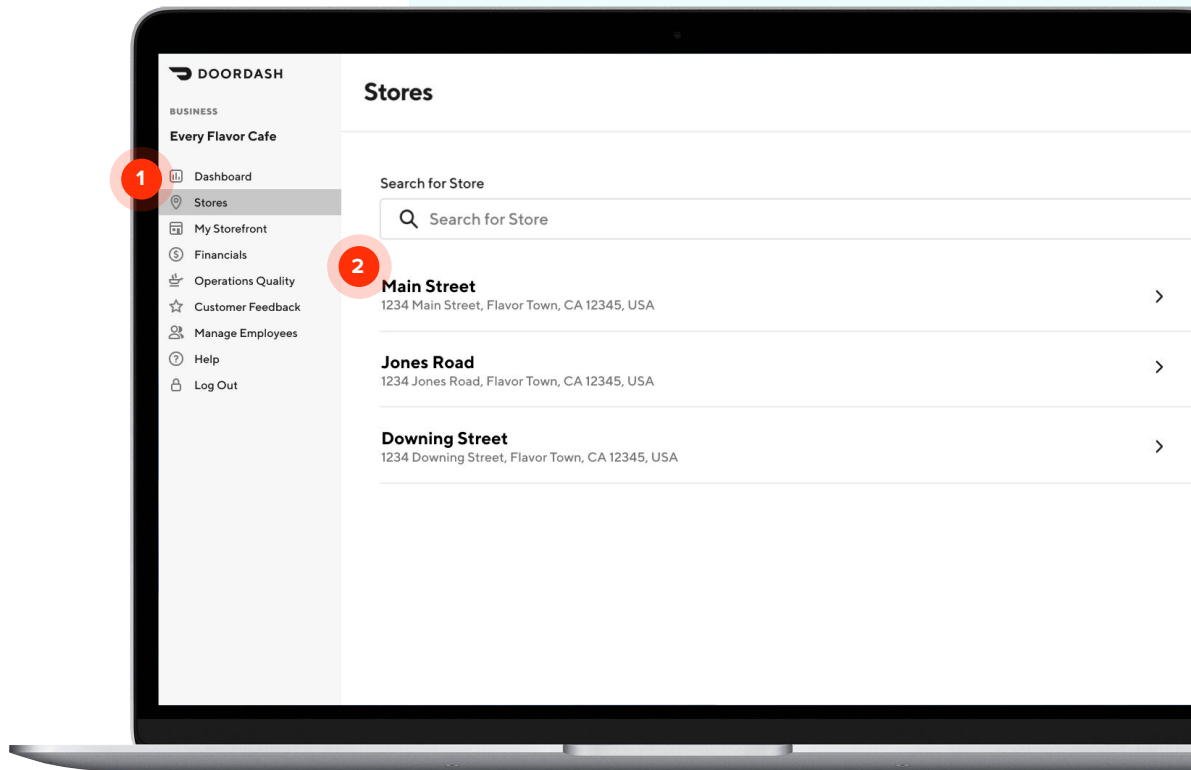
Access levels

What you're able to see and do in the Portal also depends on your access level.

Refer to the chart to the right and if you're unable to complete a necessary task, contact your team's Admin to change your access level or contact Support. You can read more about managing employee permissions here.

| Access Level	Admin	Manager	Store Operator
Stores Accessible	All locations under a business	Multiple stores (you control)	Selected store (you control)
View deliveries	X	X	X
Requested delivery	X	X	X
Rate Dashers	X	X	
View financials	X	X	
View/edit bank info	X	X	
View/edit menus	X	X	
View/edit hours	X	X	
View customer feedback	X	X	
View employees	X	X	
Manage promotions	X	X	
Add other employees	Admins, Managers, & Store Operators	Store Operators	
Edit other employees	Admins, Managers, & Store Operators	Managers, Store Operators	
Automatically gets added to new stores	X		

Get Support

If you're unable to complete a task and need to get in touch with Support:

1. Click **Help** in the left column navigation to get started

2. Tell us what's wrong

3. We'll suggest some helpful FAQs so you can make any quick changes yourself

4. If you still need help, just confirm your restaurant info and give us any additional details. We'll send you a confirmation email of your request and be in touch soon!
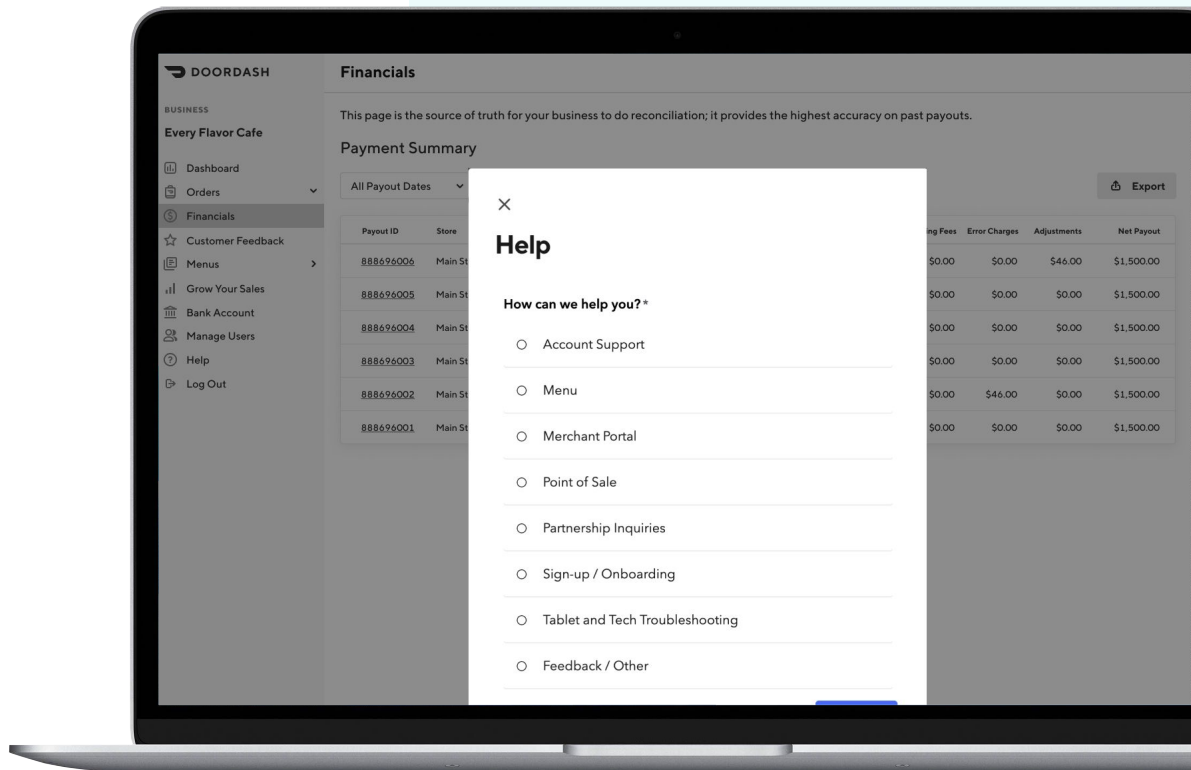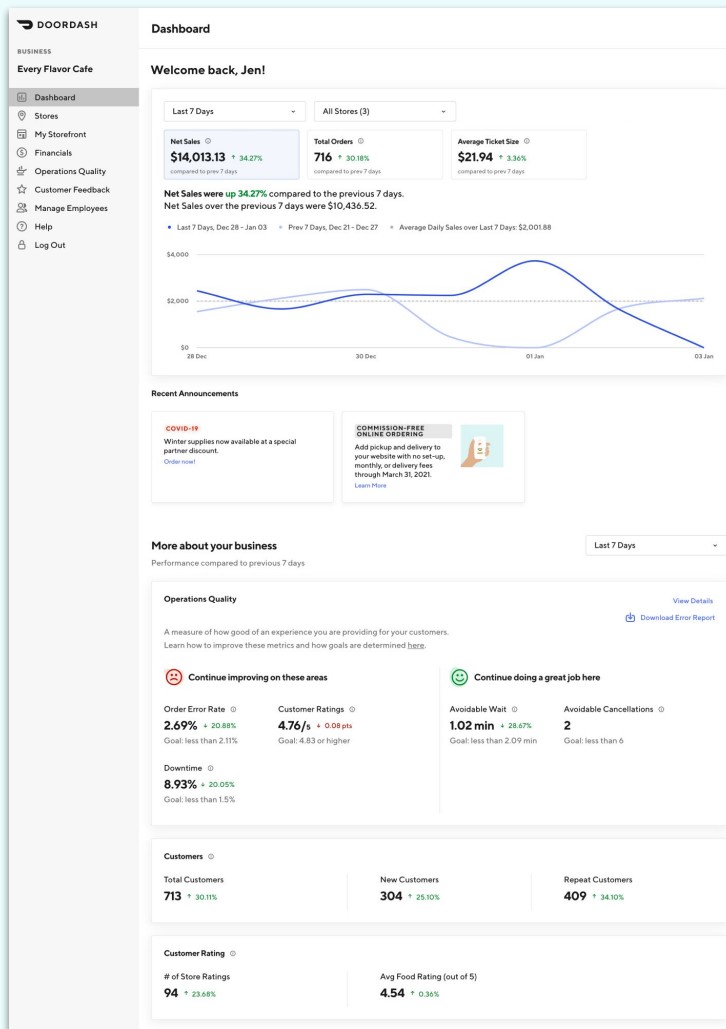
Dashboard

Business View Store View

DASHBOARD

Dashboard

The Dashboard is your DoorDash performance, at a glance. It's your default view upon logging in and you can easily:

1 See all your key metrics and trends over time

2 Stay up-to-date with recent announcements

3 Dig into your Operations Quality and how you stack up to your competitors

4 Review your customer breakdown and ratings

Note: Data in the dashboard is refreshed every 24 hours.
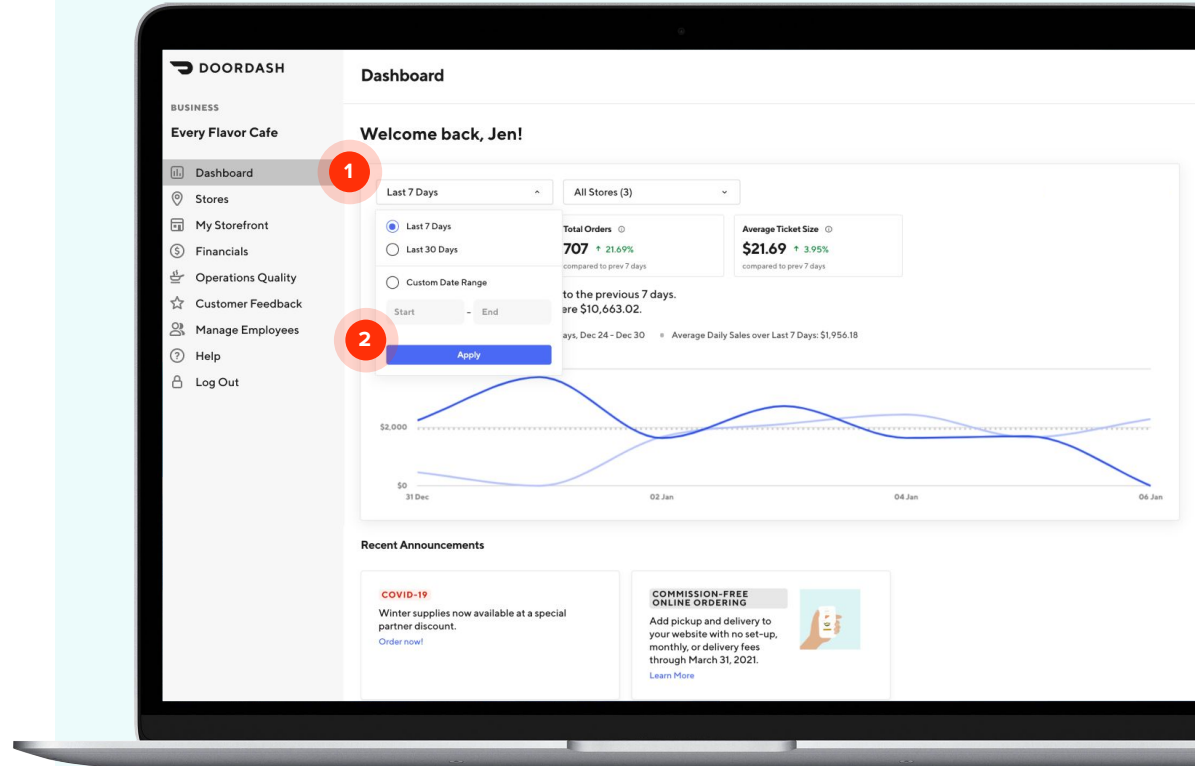
Business View **Store View**

DASHBOARD

Dashboard data timeframe

The Dashboard automatically grabs data from the last week of orders. You can change this summary range by:

1 Clicking on the dates and picking any day on the calendar to start and end

2 Make sure to hit **Apply**

Understanding the data

- **Net Sales:** How much money you've brought in (gross sales less tax, commission, refunds, marketing fees, and any store charges). Use this section to see just how much money you generated within your chosen date range while collaborating with DoorDash! Note, this may change depending on potential adjustments.
- **Total Orders:** The number of completed orders you've received through DoorDash within your chosen timeline
- **Average Ticket Size:** The average amount of money customers spent (within your chosen timeline) when they ordered from your DoorDash menu
- **Unique Customers:** Use this to compare how many orders were made to how many different customers ordered them
- **Customer Ratings:** This is what customers are rating you on DoorDash when they place an order from your store
- **Most Popular Items:** Your most popular items on DoorDash. It initially displays the top 5, but you can click "See more items" to uncover the top 10.

Financials

Financials

The Financials tab allows you to find all the reconciliation reporting you need in one place to close out your books and verify how much you're getting paid. It is your source of truth for all payment related data. In this section, we'll cover:

- [The financials dashboard](#)
- [How to export financial reports](#)
- [How to view transaction details](#)

FINANCIALS

Financials dashboard

Select **Financials** in the left column navigation.

The Financials tab shows **all recent payouts** to your bank account (Thursdays for Weekly Pay, Weekdays for Daily Pay), and notes the **Transaction Dates** making up each payout.

This screen limits the data to the last 3 months, but older payouts can be viewed via the Export button.

DOORDASH

BUSINESS

Every Flavor Cafe

- Dashboard
- Stores
- My Storefront
- Financials
- Customer Feedback
- Operations Quality
- Manage Employees
- Help
- Log Out

Financials

Payment Summary

Last 7 Days   All Stores (3)   Export

Payout ID	Store	Payout Date	Transaction Dates	Payout Status	Subtotal	Tax	Commission	Marketing Fees	Error Charges	Adjustments	Net Payout
888696006	Main Street	06/30	06/22-06/29	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$46.00	$1,500.00
888696005	Main Street	06/23	06/15-06/21	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00
888696004	Main Street	06/16	06/8-06/14	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00
888696003	Main Street	06/09	06/1-06/7	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00
888696002	Main Street	06/02	05/23-05/30	Paid	$1,600.00	$100.00	-$200.00	$0.00	$46.00	$0.00	$1,500.00
888696001	Main Street	05/25	05/15-05/22	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00

FINANCIALS

Export financial reports

From this screen, you can easily download CSV files by clicking on **Export** and selecting the report you'd like.

Transactions is the more detailed report of every transaction - payout, orders, cancellations, adjustments. It also includes a summary of all transactions.

Payouts is the CSV file and equivalent of what you see on the Payment Summary page.

DOORDASH

BUSINESS

Every Flavor Cafe

- Dashboard
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- Customer Feedback
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- Help
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Financials

This page is the source of truth for your business to do reconciliation; it provides the highest accuracy on past payouts.

Payment Summary

All Stores ▾   All Payout Dates ▾   Export ▾

Export Transactions
Export Payouts

Payout ID	Store	Payout Date	Transaction Dates	Payout Status	Subtotal	Tax	Commission	Marketing Fees	Error Charges	Adj
888696006	Main Street	06/30	06/22-06/29	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	
888696005	Main Street	06/23	06/15-06/21	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00
888696004	Main Street	06/16	06/8-06/14	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00
888696003	Main Street	06/09	06/1-06/7	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00
888696002	Main Street	06/02	05/23-05/30	Paid	$1,600.00	$100.00	-$200.00	$0.00	$46.00	$0.00	$1,500.00
888696001	Main Street	05/25	05/15-05/22	Paid	$1,600.00	$100.00	-$200.00	$0.00	$0.00	$0.00	$1,500.00

Business View   Store View

FINANCIALS

Payouts report

For payouts, select the **date range** in which payouts occured and note the transaction dates making up those payouts will be from an earlier time period.

If you have access to multiple stores, you will also have the option to download CSV files for all stores or a subset.

FINANCIALS

Transactions report

For transactions, select the calendar **date range** in which the transactions occurred (which could happen across multiple payouts). Note that due to size of the file, we limit this to **31-day increments** (ie June 1 - June 30).

If you have access to multiple stores, you will also have the option to download CSV files for all stores or a subset.

FINANCIALS

Transaction details

From the main screen, you can also easily view transactions from a recent payout:

1 Click on the **Payout ID** to bring up the payout overlay, which shows all transactions making up that payout.

2 Select the **Transaction Type**: payout, order, cancellation, error charge, adjustment or all types.

FINANCIALS

Transaction details, continued.

3 Note that the **Date** is the date the transaction occurred, not the original order date. The transaction date often varies by transaction type:

- If this is an **order** or **cancellation**, the transaction date would be the same as the order date.
- If this is an **error charge** or adjustment, the transaction date could occur within a few days of the order date as our Support team may manually process.
- If this is a **payout**, it's the date the payout was made to your bank account.

Payout ID: 888696006 ✕

	Store	Payout Date	Transaction Dates	Subtotal	Total Tax	Total Commission	Marketing Fees	Error Charges	Net Payout
	Every Flavor Cafe (Main St)	06/30/2020	06/22–06/29	$1,600.00	$200.00	$2,062.60	$2,062.60	–$690.36	$1,500.00

Transactions

All Transaction Types ▾ ⬆ Export

Transaction	Date	Type	Subtotal	Tax	Commission	Marketing Fees	Debit	Credit
888696006	06/25/2020 • 9:55 pm	Payout	$0.00	$0.00	$0.00	$0.00	$1,673.83	$0.00
3HR74EKF	06/25/2020 • 9:55 pm	Adjustment	$46.00	$0.00	$0.00	$0.00	$0.00	$46.00
5JR68GHA	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
60488888	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
9GJ47SMF	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
0DJ26XDM	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
1JF74KSE	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
7KD83KOL	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
9FK37SKQ	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
5KA73KFZ	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
4LM90IPO	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00

FINANCIALS

Transaction details, continued.

4 From this screen, you also export the Transactions csv file by clicking on **Export**

Payout ID: 888696006   ✕

	Store	Payout Date	Transaction Dates	Subtotal	Total Tax	Total Commission	Marketing Fees	Error Charges	Net Payout
	Every Flavor Cafe (Main St)	06/30/2020	06/22–06/29	$1,600.00	$200.00	$2,062.60	$2,062.60	–$690.36	$1,500.00

Transactions

All Transaction Types ▾   **4**   ⬆ Export

Transaction ID	Date	Type	Subtotal	Tax	Commission	Marketing Fees	Debit	Credit
888696006	06/25/2020 • 9:55 pm	Payout	$0.00	$0.00	$0.00	$0.00	$1,673.83	$0.00
3HR74EKF	06/25/2020 • 9:55 pm	Adjustment	$46.00	$0.00	$0.00	$0.00	$0.00	$46.00
5JR68GHA	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
60488888	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
9GJ47SMF	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
0DJ26XDM	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
1JF74KSE	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
7KD83KOL	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
9FK37SKQ	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
5KA73KFZ	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00
4LM90IPO	06/25/2020 • 9:55 pm	Order	$44.00	$6.00	–$4.00	$0.00	$0.00	$46.00

Transaction report data definitions

- **Payout Date:** the date in which this transaction was paid out to your bank account
- **Transaction Type:** denotes if a transaction reflects a delivery, adjustment, error charge, payout or store payment. for adjustments, you can review further details in the "description" column, such as customer refunds for order cart adjustments and requested items being unavailable. for error charges, the "description" column denotes the item and reasoning that was the cause of the error charge. store payments reflect amounts to be paid following restaurant disputes.
- **DoorDash Order ID:** same id as shown in the orders tab (the same id as in your pos system, if applicable), and what you reference to our support team if you have any questions. if there are multiple transactions associated with an order (i.e., original order, subsequent error charge, later adjustment), they all share the same original order id.
- **Final Order Status:** indicates if orders were delivered, picked up, or cancelled
- **Cancellation Reason:** for any unpaid cancelled orders, indication of payout status along with a cancellation reason (e.g., "item out of stock")
- **Subtotal:** pre-tax amount
- **Tax Amount:** tax collected and remitted to merchant (if you operate in a marketplace facilitator state, refer to the column named "tax remitted by doordash to state" - see below for more details)
- **Commission:** commission fees that are collected by doordash
- **Marketing:** any marketing fees charged (as part of active campaigns)
- **Credit**: amount paid to your bank account per transaction. Credit = (Subtotal + Tax) - (Commissions + Marketing Fees + Error Charges + Adjustments)
- **Debit:** amount excluded from payouts, commonly due to error charges and adjustments
- **Tax Remitted by DoorDash to State:** amount of tax collected and remitted in states where doordash has implemented marketplace facilitator laws (doordash remits taxes on behalf of the restaurant)

Orders

Orders

The Orders tab provides an overview of your most recent orders, including date, status, and net payout. In this section, we'll cover:

- How to use the orders tab
- Cancellations & cancellation policy

ORDERS

Orders overview

Select **Orders** in the left column navigation.

*Note: If you own multiple stores, you'll first need to select the **Stores** tab in the left-hand navigation and then select the specific store to see its corresponding **Orders** tab.*

ORDERS

How to use orders tab

1 **Flexible and easy filtering** allows you to dig into orders from any time range and by different channels like marketplace and storefront

2 The **Summary table** provides the aggregate of total order count, subtotal and estimated net payout

3 **Order ID** is clickable and brings up relevant order details. If you have any questions for our Support team, you can easily reference the Order ID

ORDERS

Cancellations

The Summary table in the Orders tab shows a total order count and net payout based, for all orders except unpaid cancellations. To confirm if you've been paid out for a cancellation:

1 Check the **Order Status**, which will show both a cancellation reason and payout status

2 Click on the **Order ID**

3 View the right-hand module for information on the order and cancellation details as well as the reason for why it was paid or not paid.

ORDERS

Cancellation policy

DoorDash strives to always pay a restaurant for any food prepared. We know sometimes things go wrong and we want to make it easy for you to understand why some cancellations may be unpaid. The top reasons include:

- You didn't confirm the order
- Your restaurant was reported as closed
- Your staff inbounded to Support that they couldn't fulfill the order
- The order was cancelled after confirmation but we couldn't verify that you prepared the order

Learn more here about avoidable cancellations and best practices.

🔗 **Order ID: 1JF74KSE**   ✕

`Delivered` `Error Charges`

Dasher: Virginia Woolf   [Rate Dasher]

Pick Up Time	June 14, 2020
	8:34pm PT
Pickup Location	Every Flavor Cafe
	1234 Main St, Houston TX 14599

Customer: Vita S

Order
1×	Omelette	$25.00
1×	Ham & Cheese Croissant	$22.00

Special Instructions
Please add two extra slices of cheese

Error Charges
Missing: Omelette   –$25.00

Subtotal	$47.00
Tax (9%)	$3.00
Commission (30%)	– $14.10
Error Charges (#4TU90OPM)	– $25.00
Net Payout (#1JF74KSE)	$7.90

Order ID: 8GK90JRF   ✕

`Cancelled – Paid`

This order was cancelled since the Dasher did not deliver the order. Your business is still paid for this order because you confirmed the order. View Policy

Dasher: Yoko Ono   [Rate Dasher]

Pick Up Time	June 14, 2020
	8:34pm PT
Pickup Location	Every Flavor Cafe
	1234 Main St, Houston TX 14599

Customer: John L.

1×	Omelette	$25.00
1×	Ham & Cheese Croissant	$22.00

Subtotal	$47.00
Tax (9%)	$3.00
Commission (30%)	– $14.10
Net Payout (#8GK90JRF)	$32.90

Menu Editor

Menu Editor

You can use the Menu Editor tab to make a wide range of edits to your online menu. In this section, we'll cover:

- How to <u>add</u>, <u>edit</u> and <u>sort</u> items
- How to temporarily <u>deactivate</u> or <u>delete</u> an item
- How to <u>add</u>, <u>edit</u>, <u>delete</u> and <u>sort</u> modifiers
- How to <u>add</u>, <u>edit</u> and <u>delete</u> options
- How to <u>add</u>, <u>edit</u>, <u>delete</u> and <u>sort</u> categories

MENU EDITOR

Make changes to your menu

1 Select **Menus** in the left column navigation

2 Select the specific menu that you want to update. If you have shared items across multiple menus (e.g., breakfast, lunch, dinner), you will need to make changes to each separately
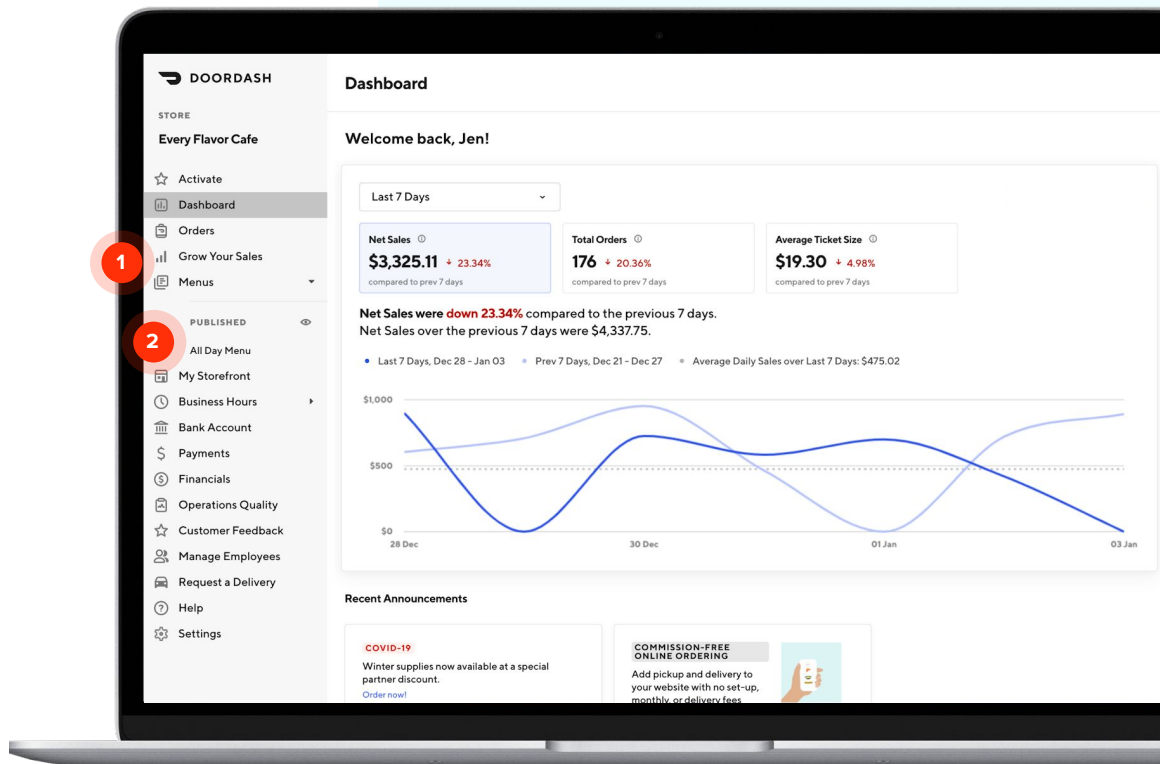
MENU EDITOR

Previewing changes

As you're editing your menu, you can preview changes by clicking on the **eye icon** in the top-right corner of the screen.
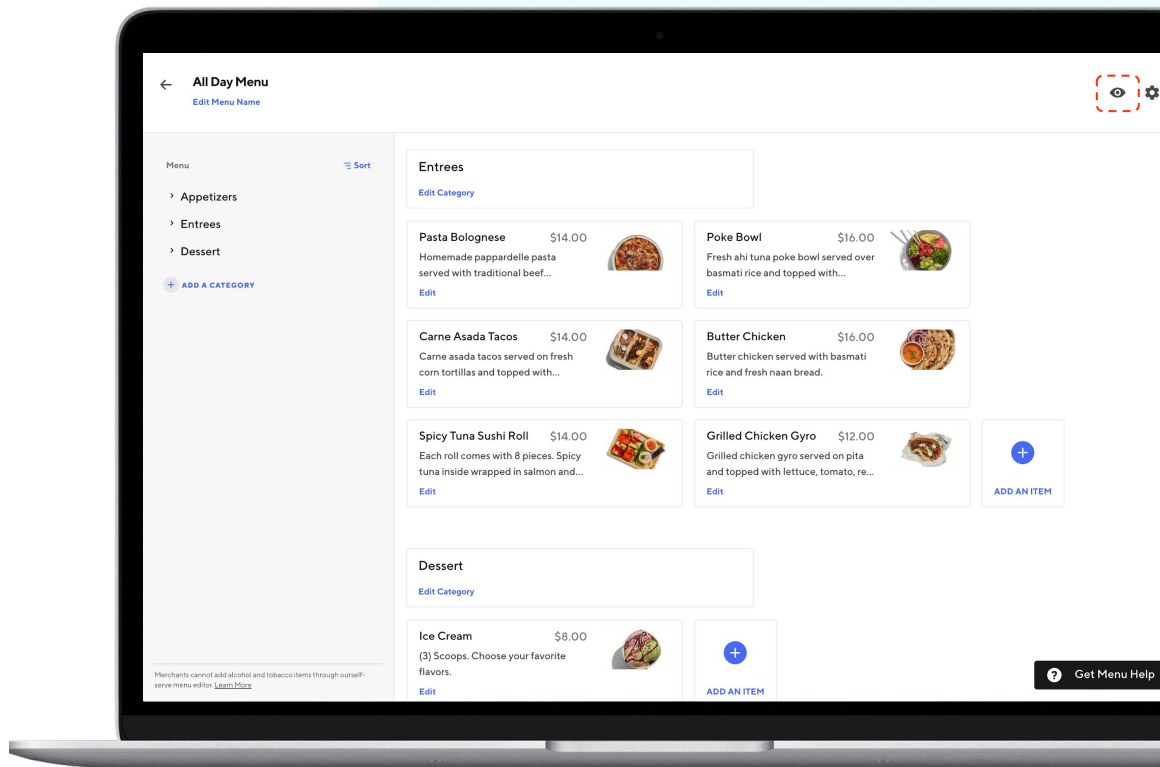
MENU EDITOR

Add an item

1 Navigate to the appropriate menu category and click on **Add An Item**.

2 Use the pop-up to add information including the item name, price, and description. Click **Save.**
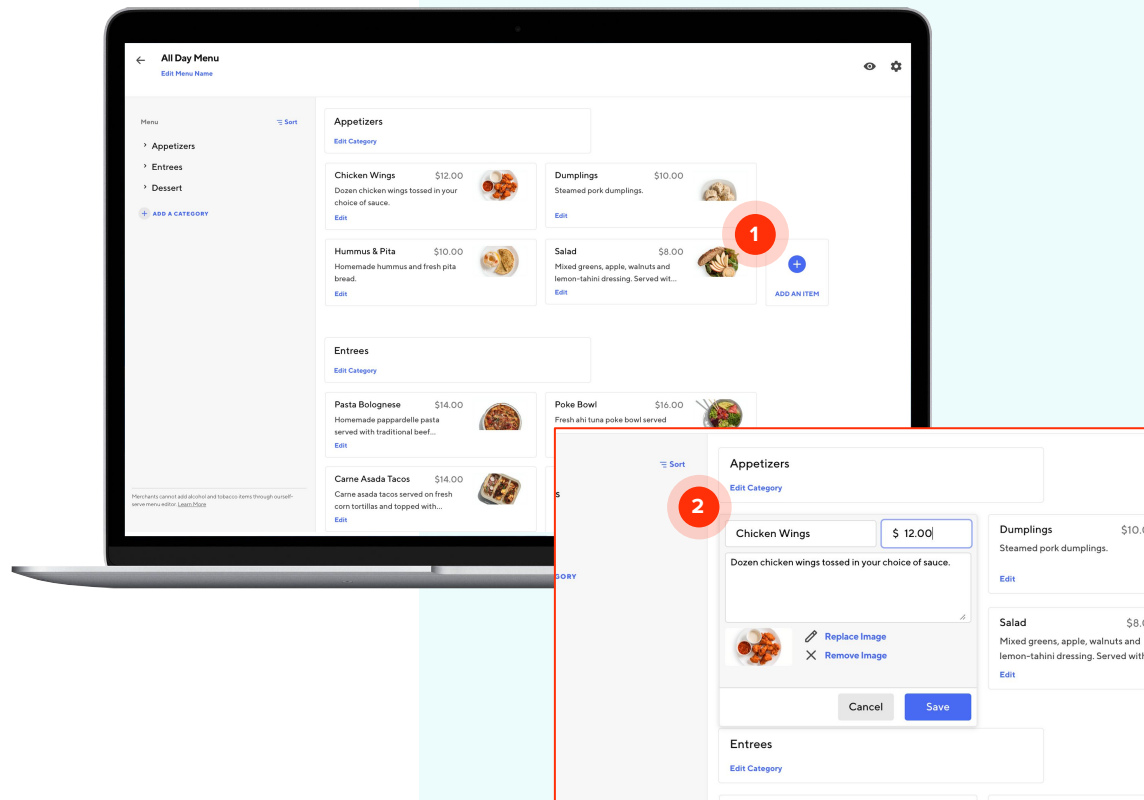
MENU EDITOR

Edit item settings

1 Navigate to the appropriate menu category and click on **Edit** below the item you want to update

2 Use the pop-up to make changes to the item name, price, or description. Click **Save**
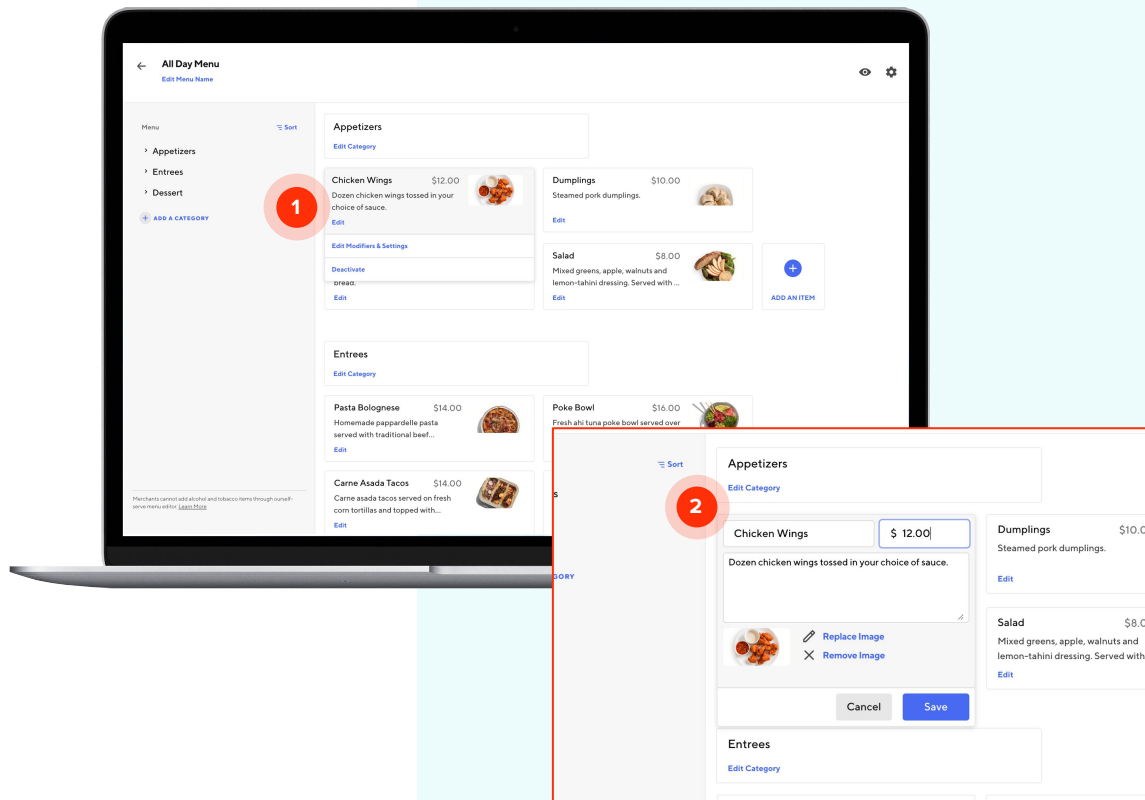
MENU EDITOR

Sort items

To change the order in which menu items appear within a menu category:

1 Click the triangle to the left of the category the item is in

2 Click **Sort Items**

3 Click and hold the blue dots next to the category you want to move and drag the item to the desired position. Click **Save**
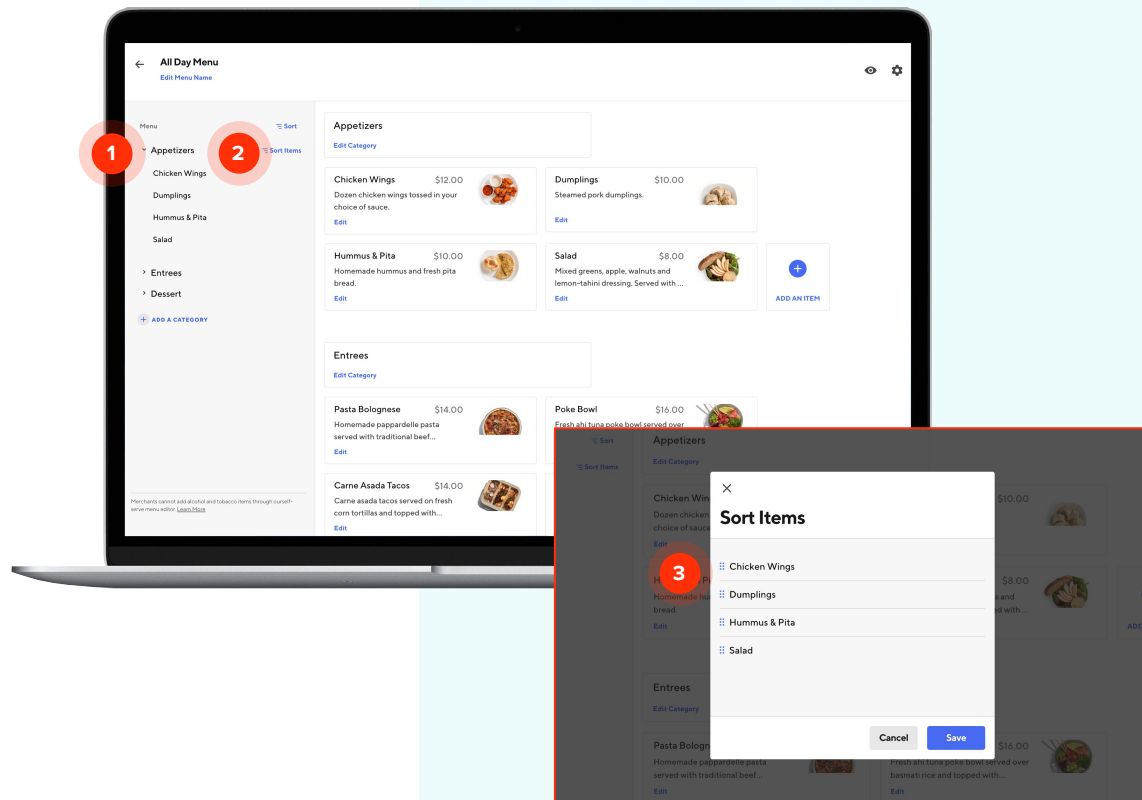
MENU EDITOR

Deactivate an item

If you've run out of an item, you can temporarily deactivate it.

1 Navigate to the appropriate menu category and hover the mouse over the item you want to deactivate. Click **Deactivate**

2 To continue with deactivation, click **Deactivate** in the pop-up window

MENU EDITOR

Delete an item

To permanently remove an item from your menu:

1 Hover over the item you want to edit and click **Edit Modifiers & Settings**

2 Click **Delete Item** under Item Settings

3 Click **Delete** on the pop-up to permanently delete the item
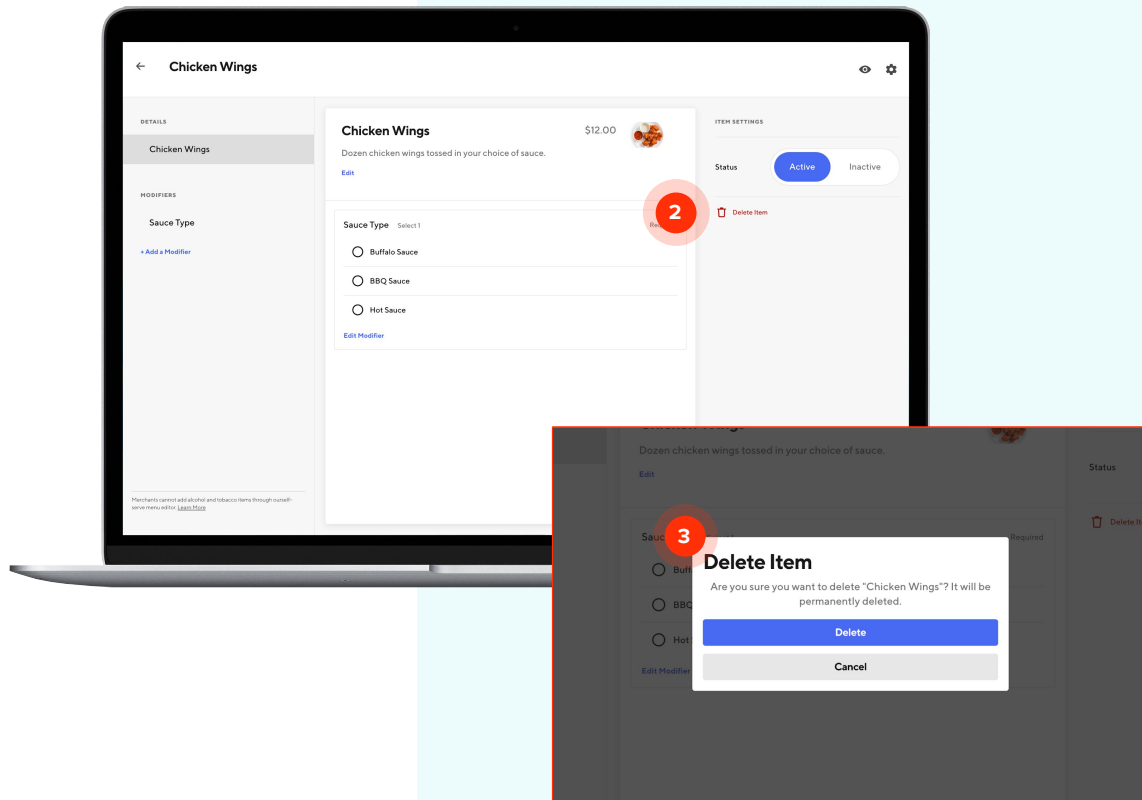
MENU EDITOR

Add a modifier

A modifier is part of a menu item that can be individually selected. For example, "Sauce Type" can be a modifier of chicken wings. To add a modifier to an item:

1 Hover the mouse over the item you want to edit. Click **Edit Modifiers & Settings**

2 Click **Add a Modifier**
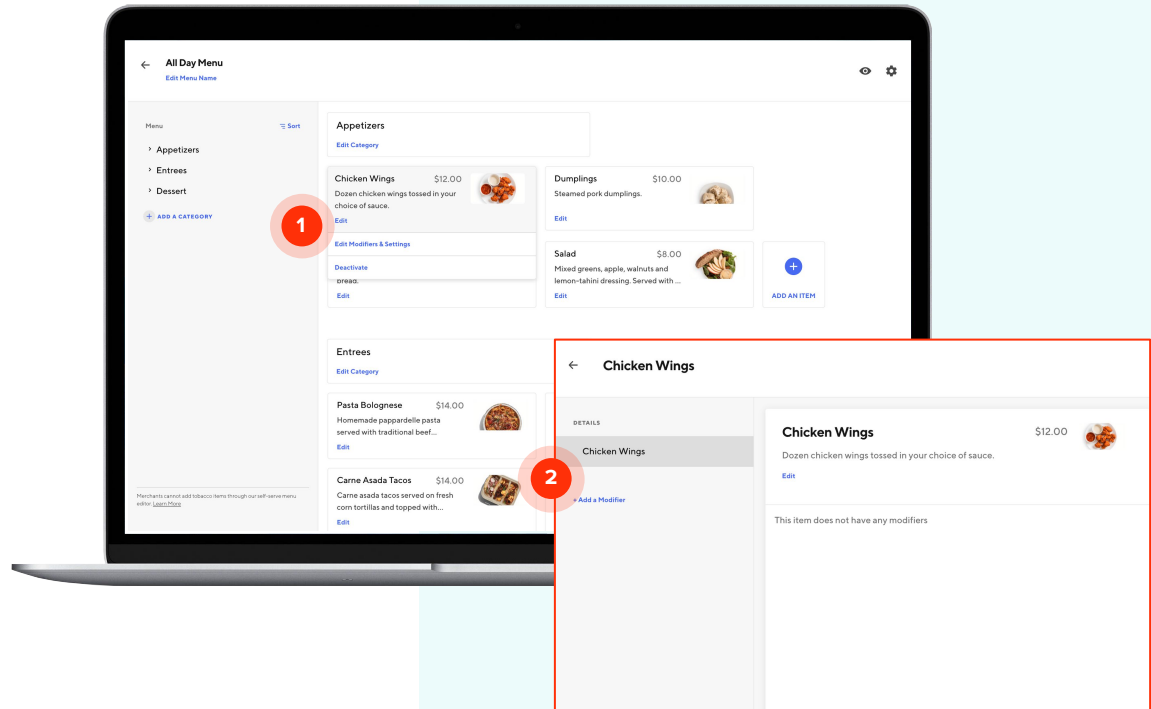
MENU EDITOR

Add a modifier, continued

If you would like to add a modifier that already appears on your menu:

1 Check the box next to the modifier you would like to add

2 Click **Add 1 Modifier**

← Chicken Wings

Chicken Wings $12.00

Add a Modifier

Search for an existing modifier

+ Create a new Modifier

☐ Pick 1
☐ Chicken or Veg?
☑ Choose Flavor
☐ Bagel 2
☐ Hot Sauce Choice
☐ Sour Cream?

Cancel   Add 1 Modifiers

ITEM SETTINGS

Status Active Inactive

Delete Item

Get Menu Help
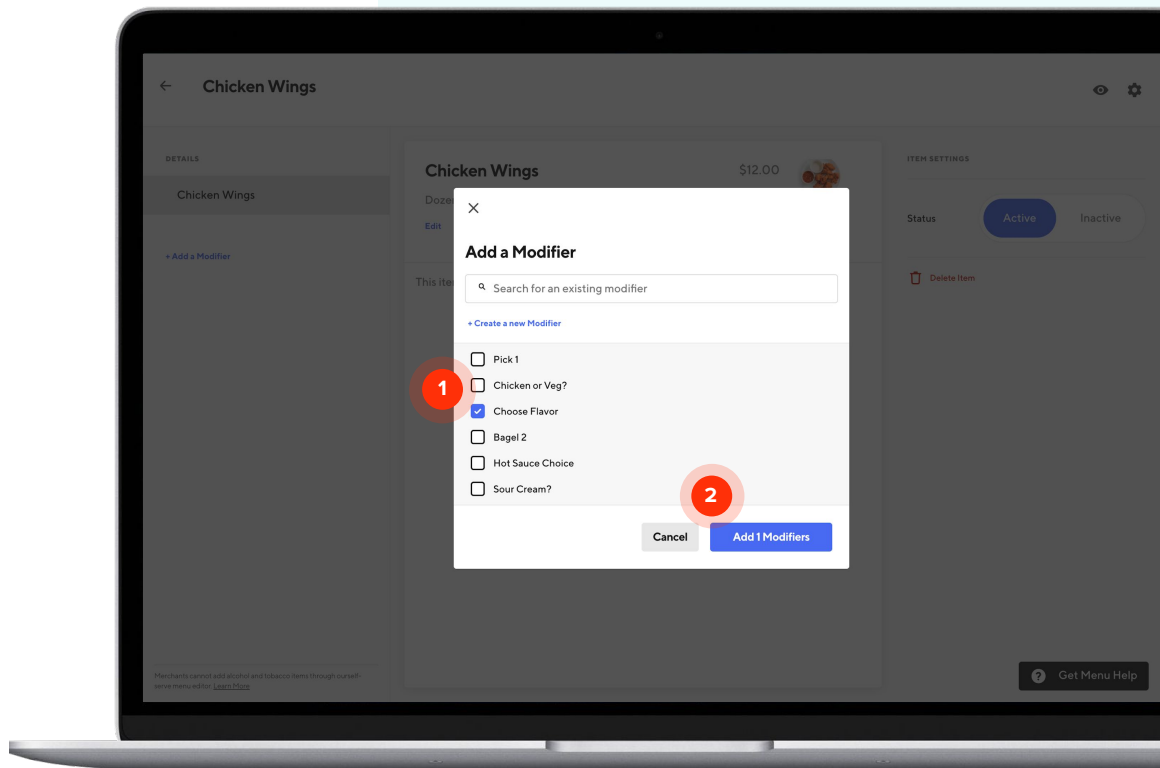
MENU EDITOR

Add a modifier, continued

If you would like to create a new modifier:

1 Select **Create a New Modifier** under the search bar

2 Fill out the new modifier name, settings, options and prices

3 Click **Save**
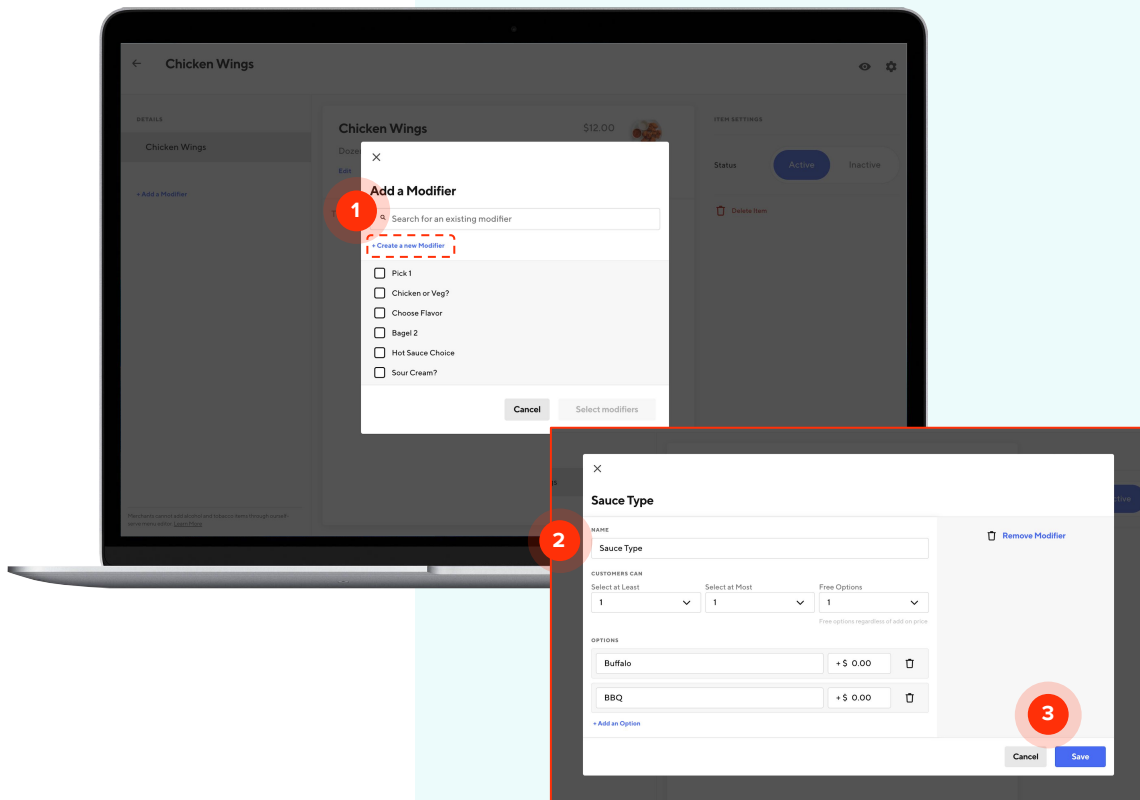
MENU EDITOR

Modifier settings guide

Select at least: The minimum selections a customer must make on the modifier. Set this to 0 if the modifier is optional.

Select at most: The maximum selections a customer can make on the modifier. This should be set to at least 1 and can not be less than the number in Select at least.

Free options: The number of free options available to the customer. The option is free regardless of add-on price. For example, if Free options is set to 1 and each option costs $1.00, the customer will not be charged $1.00 for the first option they select, but they will be charged for the second option they select.
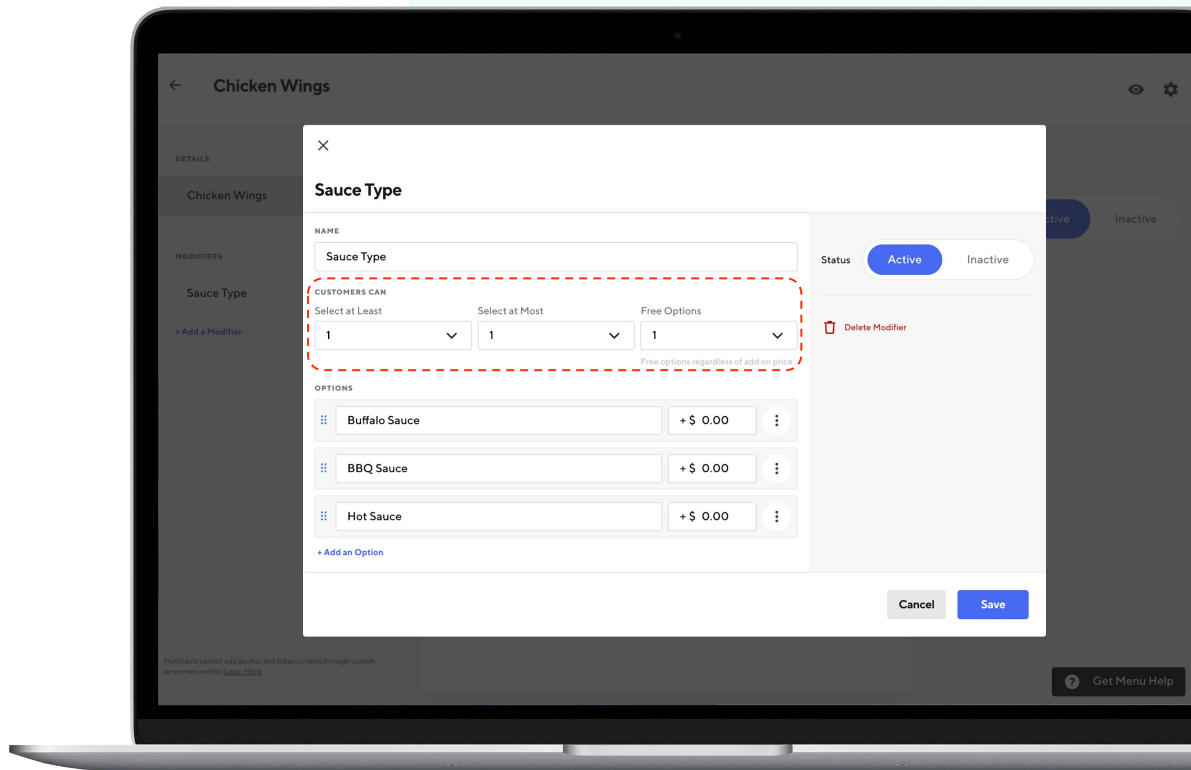
MENU EDITOR

Edit modifier settings

To change settings for a modifier:

1 Hover over the item with the modifier you want to edit and click **Edit Modifiers & Settings**

2 Click **Edit Modifier** at the bottom

3 Use the modifier drop downs to edit the specific settings. Click **Save**.

Note: changes made to the modifier will be applied to all the items that share it.
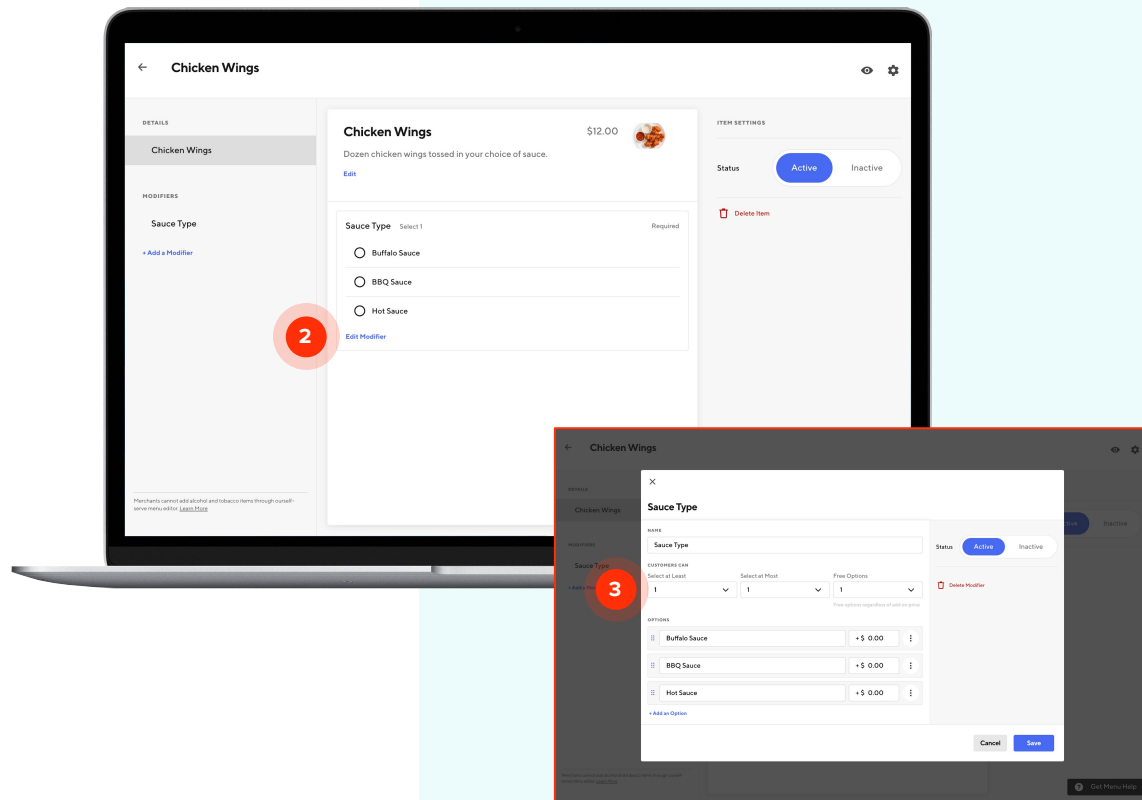
MENU EDITOR

Delete a modifier

To remove a modifier:

1 Hover over the item with the modifier you want to edit and click **Edit Modifiers & Settings**

2 Click **Edit Modifier** at the bottom

3 Click **Delete Modifier** on the right-hand side. Click **Save**.

Note: when a modifier is deleted, it will be remove from all the items that share it.
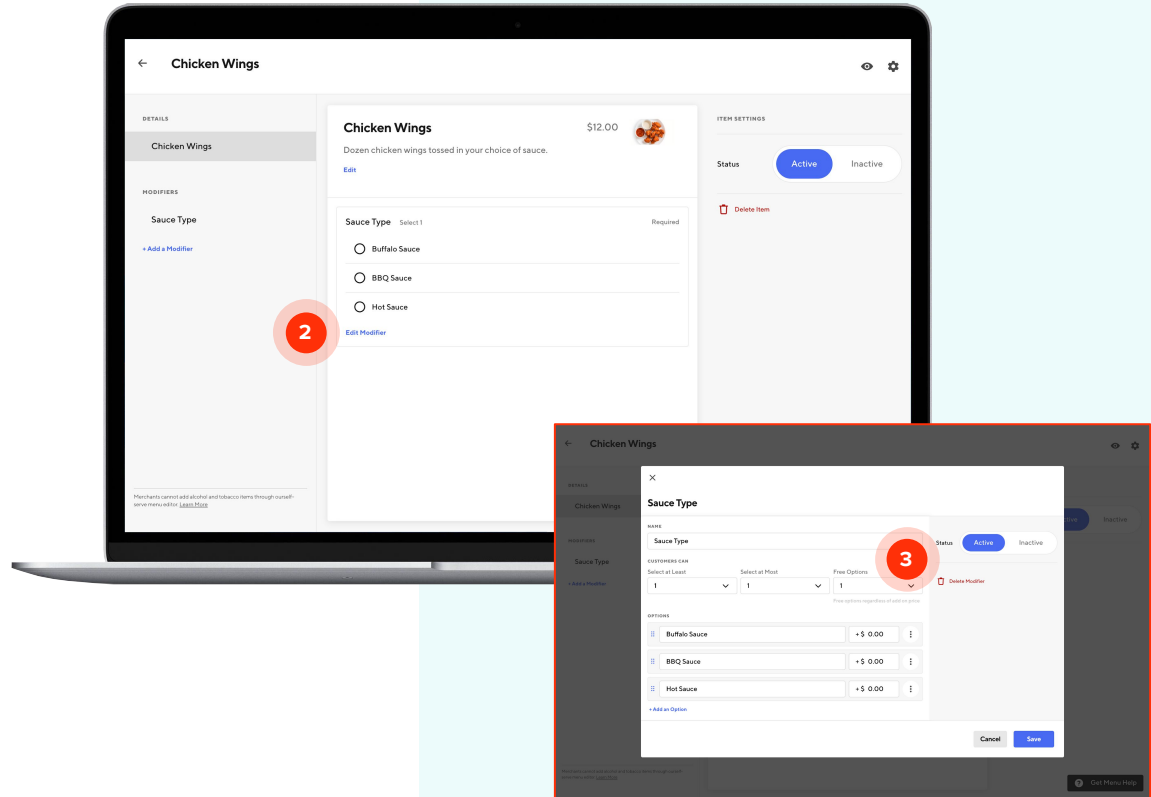
MENU EDITOR

Sort modifiers

To change the order in which modifiers appear on a menu item:

1 Hover over the item with the modifier you want to edit and click **Edit Modifiers & Settings**

2 Click **Edit Modifier**

3 Click and hold the blue dots next to the modifier you want to move and drag it to the desired position. Click **Save**.
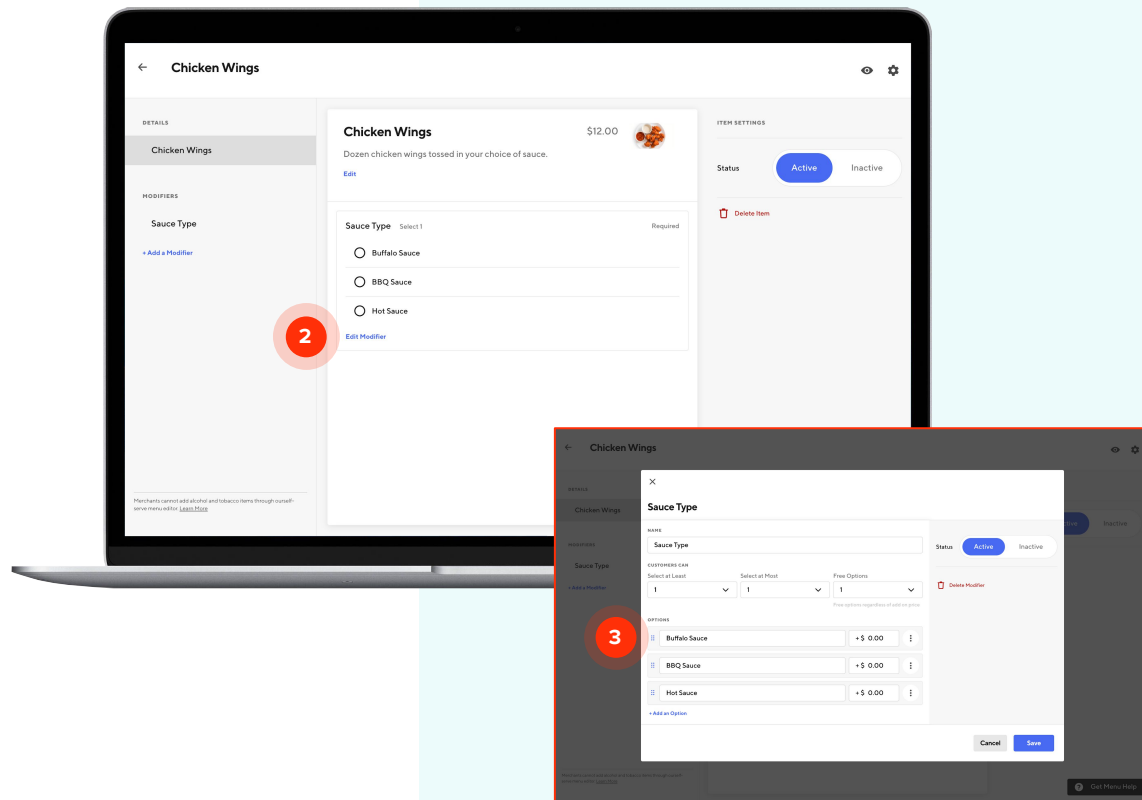
MENU EDITOR

Add an option

Options are different choices for a modifier. For example, if "Sauce Type" is modifier of chicken wings, the options could be "Buffalo", "BBQ" or "Hot Sauce" To add options to a modifier:

1 Hover the mouse over the item you want to edit. Click **Edit Modifiers & Settings**

2 Click **Edit Modifier**

3 Scroll to the bottom and click **Add an Option**

4 Type in the new option, how it affects the price (if applicable) and click **Save**
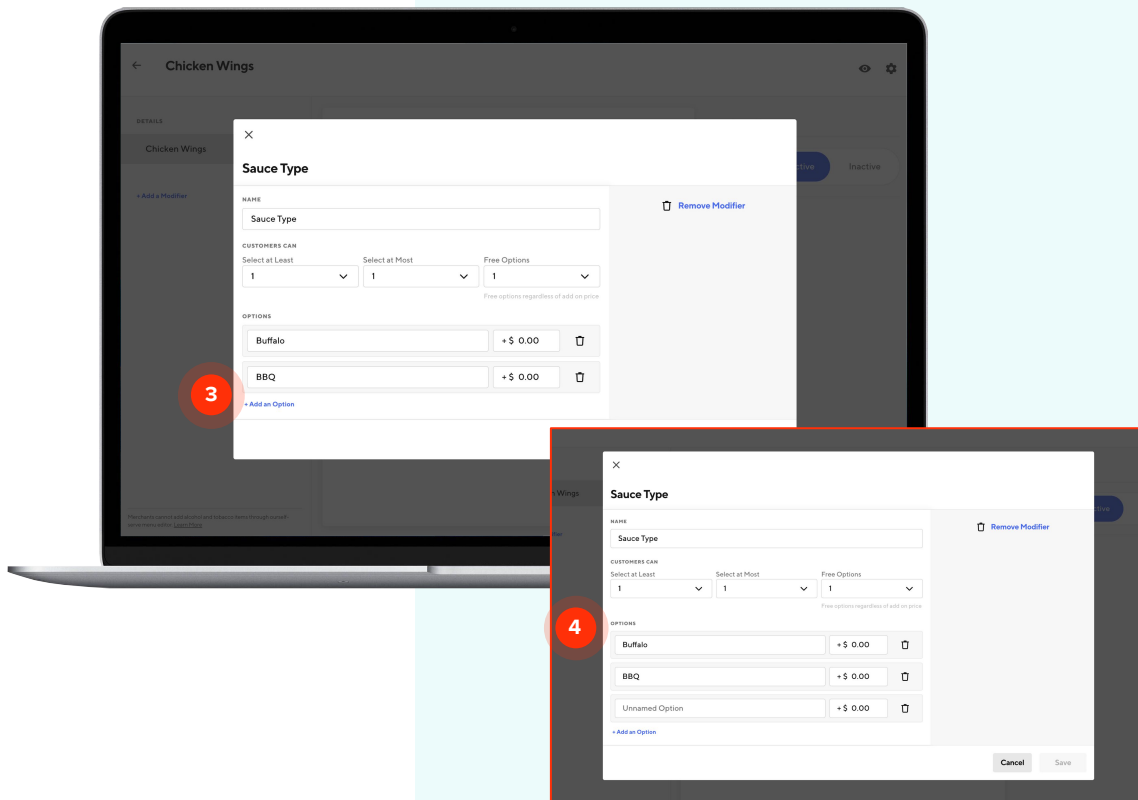
MENU EDITOR

Edit option settings

To change settings for an option:

1 Hover the mouse over the item you want to edit. Click **Edit Modifiers & Settings**

2 Click **Edit Modifier**

3 Type in the new option settings and click **Save**
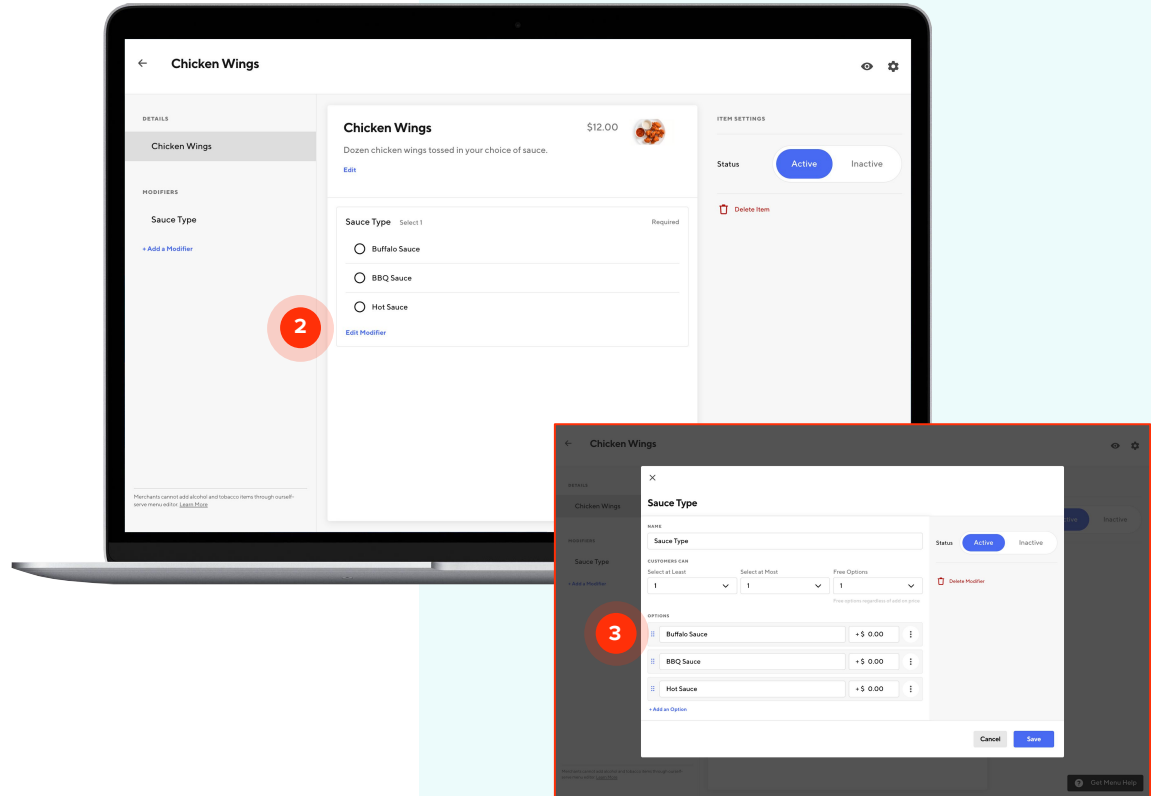
MENU EDITOR

Delete an option

To remove an option:

1 Hover the mouse over the item you want to edit. Click **Edit Modifiers & Settings**

2 Click **Edit Modifier**

3 Click on the three dots next to the option and click **Delete** and then **Save**
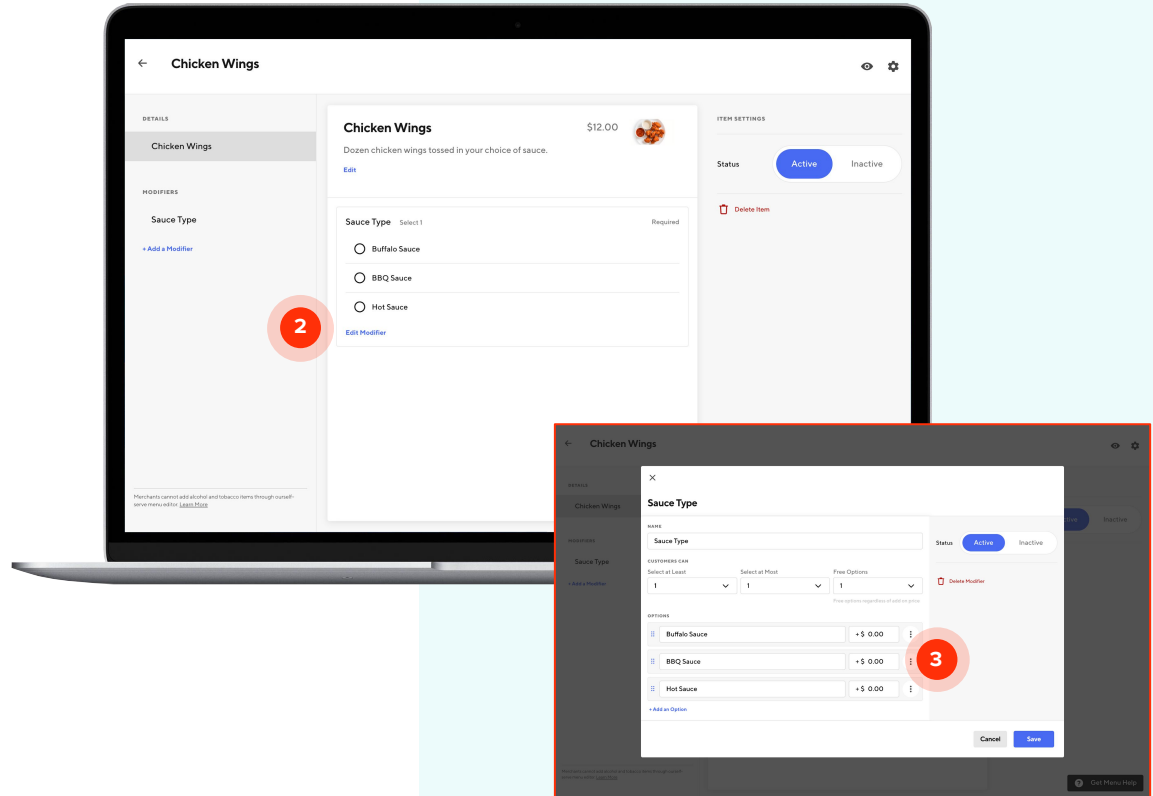
MENU EDITOR

Add a category

When it comes to ordering food online, customers want a menu that is easy to navigate. One of the simplest ways to meet this need is to split your menu into categories. To add a category

1 Navigate to the appropriate menu and click on **Add a Category**

2 Use the pop-up to enter the category name and description. Click **Save**
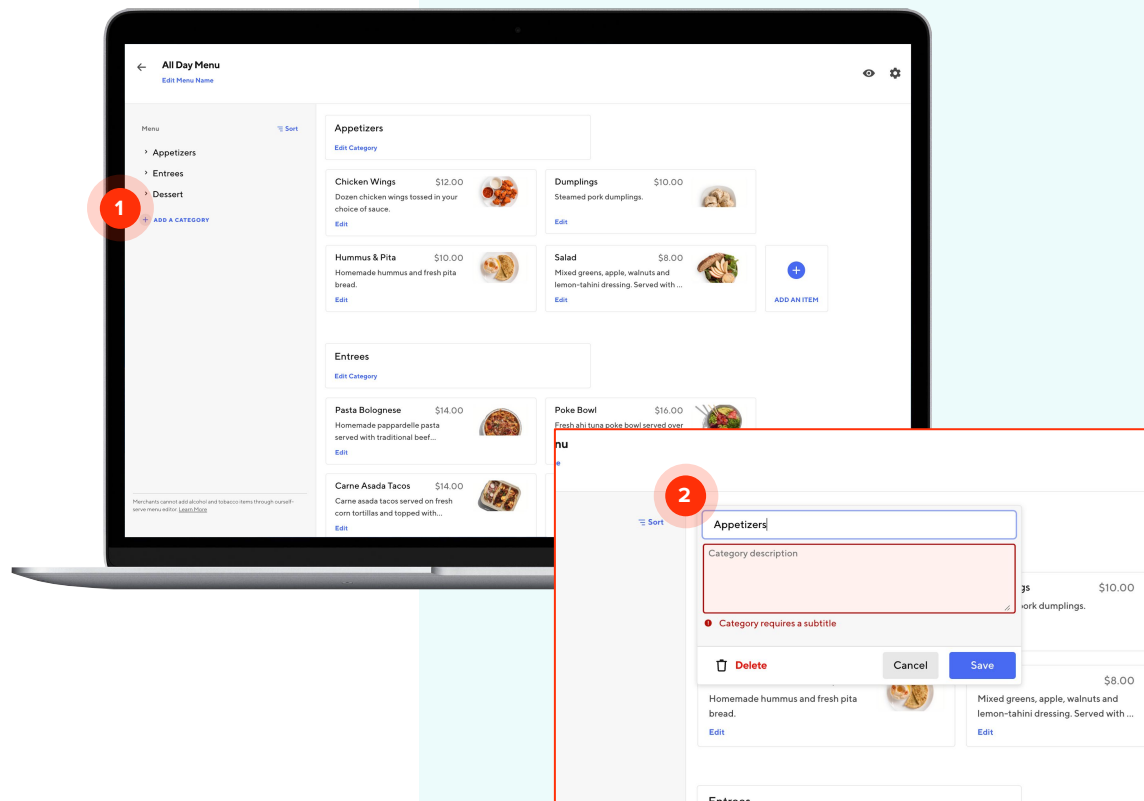
MENU EDITOR

Edit a category

To change settings for a category:

1 Navigate to the appropriate menu category and click on **Edit Category**

2 Use the pop-up to make changes to the item name or description. Click **Save**
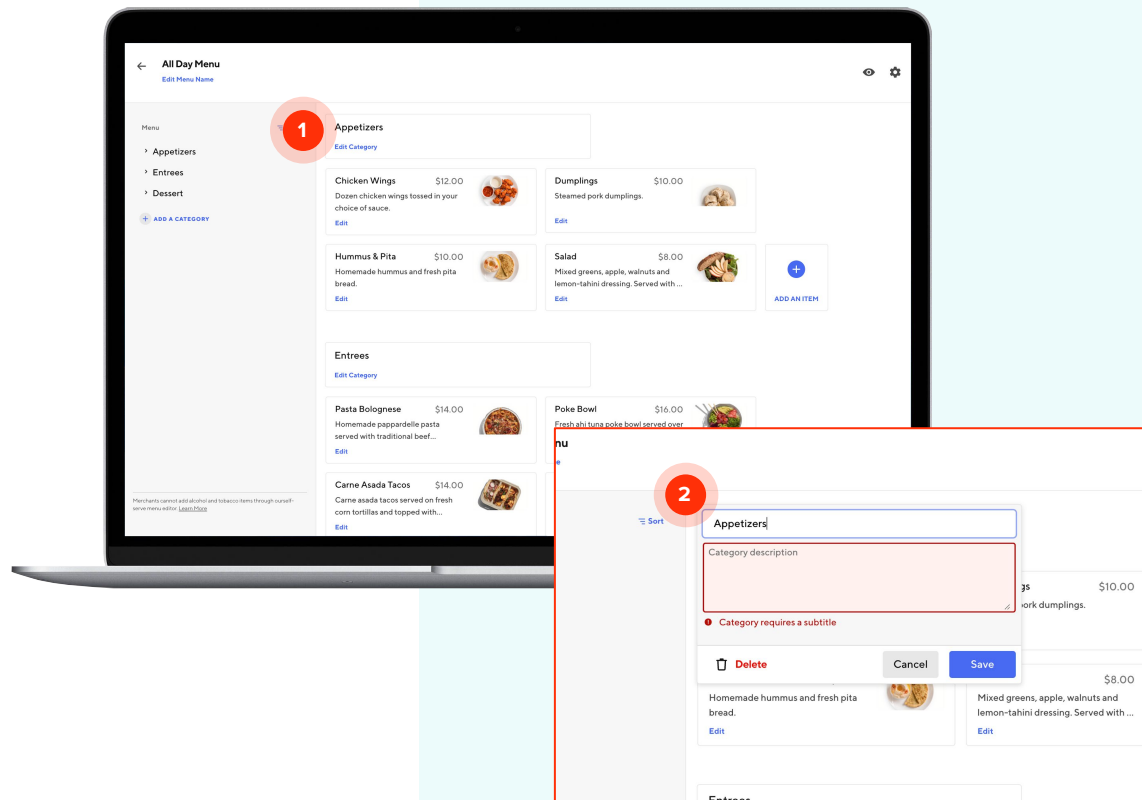
MENU EDITOR

Delete a category

To remove a category:

1 Navigate to the appropriate menu category and click on **Edit Category**

2 Click **Delete** in the pop up and then click **Save**
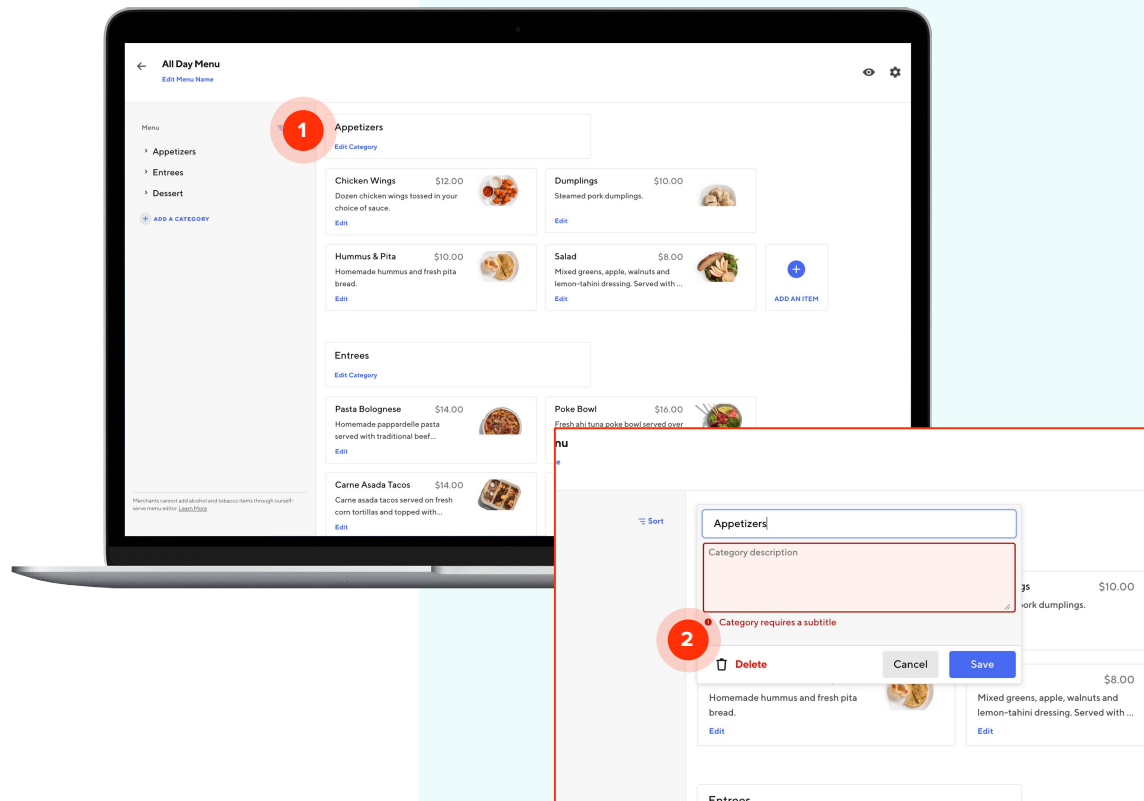
MENU EDITOR

Sort categories

To change the order in which categories appear on your menu:

1   Click **Sort** in the left column

2   Click and hold the blue dots next to the category you want to move and drag the category to the desired position. Click **Save**

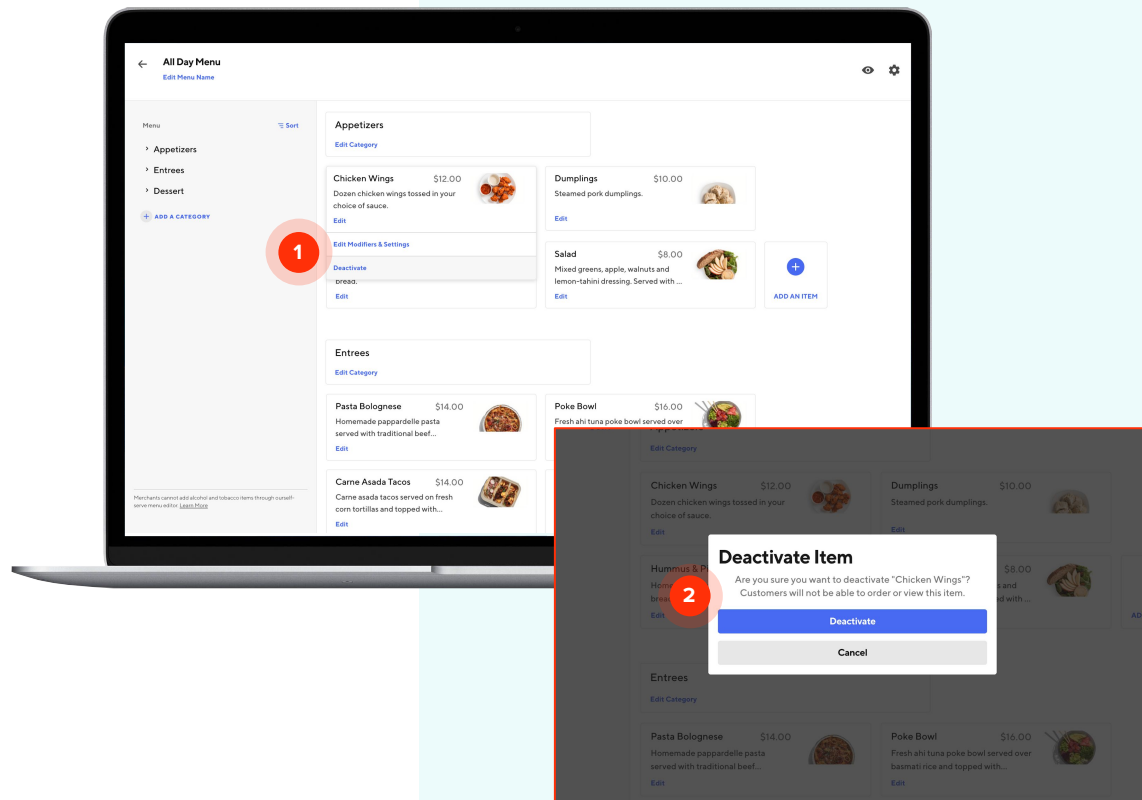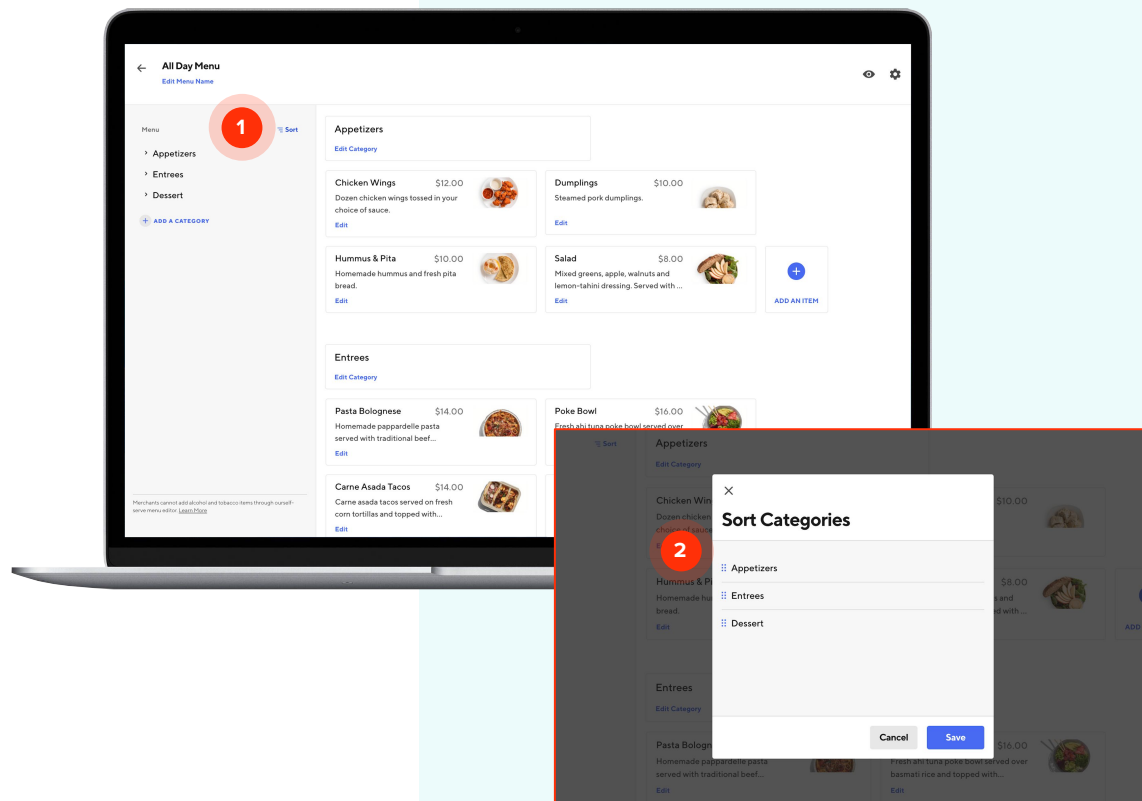# 🕐 Business Hours

Business Hours

Ensuring you have accurate business hours is an important part of providing a positive customer experience. In this section, we'll cover:

- [Updating your standard menu hours](#)
- [Updating your hours for ad-hoc closures](#)
- [Temporarily deactivate your store](#)

BUSINESS HOURS

Menu hours

Menu Hours is the place to set your regular hours. During these hours, your restaurant will appear as open on the consumer app. If you have multiple menus (i.e. breakfast, lunch, dinner), make sure to set hours for each.

Note: Hours are automatically adjusted to account for prep time.

1   Click **Business Hours** then **Menu Hours** in the left column navigation

2   Check off for full-day closure

3   Specify daily hours

4   Click the plus sign to add an additional hour

All Day Menu

Open Hours For Menu

Hours for the menu "All Day Menu". Hours may be different when shown to customers. ⑦

Monday	Closed	—	Closed	⊕	☑ Closed
Tuesday	11:00 AM	—	10:00 PM	⊕	☐ Closed
Wednesday	11:00 AM	—	10:00 PM	⊕	☐ Closed
Thursday	11:00 AM	—	10:00 PM	⊕	☐ Closed
Friday	11:00 AM	—	10:00 PM	⊕	☐ Closed
Saturday	11:00 AM	—	11:59 PM	⊕	☐ Closed
Sunday	11:00 AM	—	11:59 PM	⊕	☐ Closed

DOORDASH

Back to Business Level

STORE

Every Flavor Cafe (Main St)

- Dashboard
- Orders
- Grow Your Sales
- Menus
- Business Hours
  - Menu Hours
  - Special Closures/Hours
- Bank Account
- Payments
- Financials
- Operations Quality
- Customer Feedback
- Manage Employees
- Request a Delivery

DISPATCHER TOOLS

- Order Protocol
- Point of Sale
- Menu Upload

Cancel   Save

BUSINESS HOURS

Special closures

Special Closures is where you can manage ad-hoc hours changes such as holiday closures or hours.

1 Click **Business Hours** then **Special Closures/Hours** in the left column navigation

2 Add new closure dates

3 Specify specific hours, if not all-day closure (optional)

4 Active upcoming special closures/hours

5 Review past closures

DOORDASH

Back to Business Level

STORE

Every Flavor Cafe (Main St)

- Dashboard
- Orders
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- Business Hours
  - Menu Hours
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- Customer Feedback
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- Request a Delivery

DISPATCHER TOOLS

- Order Protocol
- Point of Sale
- Menu Upload

Business Hours

Create Future Special Closures / Hours

Have an upcoming vacation or holiday observance? Stop inbound orders by setting up an upcoming closure below. All of your menus for that day will be shut off for ordering.

Description	Start Date	End Date
Christmas Eve (Early Closure)	12/25/2020	12/25/2020

Check the box below to set special hours for closure dates above

☑ Add Special Hours | 11:00 AM — 03:00 PM 🗑

Add additional hour

Note: Special hours, if chosen, will be applied to all dates in the selected date range.

Cancel Save

Pause this Store Immediately

Pause Store

Upcoming Closures

Past Closures

| Deactivated | 5/23/2017 at 20:07 to 5/23/2017 at 20:11 | The Restaurant has the wrong address and they don't want to provide the exact address. | Unspecified |

BUSINESS HOURS

Temporarily deactivate store

Sometimes you may be short-staffed and need to temporarily deactivate your store from DoorDash to stop receiving orders.

1   Click **Business Hours** then **Special Closures/Hours** in the left column navigation

2   Click **Pause Store**

3   Specify when you would like to reopen for orders and click **Save**. Your store will automatically be reactivated when your pause period ends
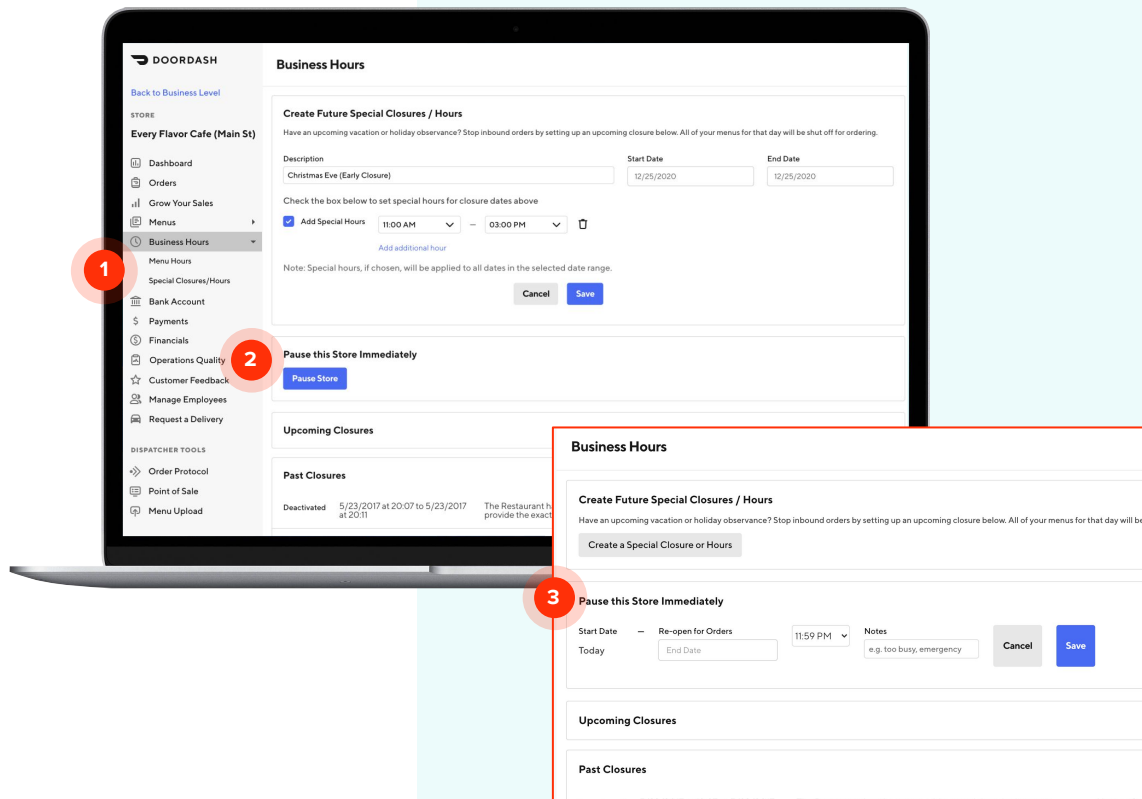
Customer Feedback

Customer feedback

Regularly review your customer feedback for a pulse check of what's changing in your business and opportunities for improvement. In this section, we'll cover:

- Reviewing customer feedback
- Types of customer feedback
- Identifying feedback trends
- Responding to customer feedback

CUSTOMER FEEDBACK

Review customer feedback

1 Click **Customer Feedback** in the left column navigation

2 Select the time period

3 If you have access to multiple stores, you can choose to view feedback for all stores or a subset for comparison

4 Based on the filters, view a breakdown of that ratings and how it may have changed

DOORDASH

Customer Feedback

BUSINESS

Every Flavor Cafe

Track your ratings and respond to what customers are saying

- Dashboard
- Stores
- My Storefront
- Financials
- Customer Feedback
- Operations Quality
- Manage Employees
- Help
- Log Out

Last 7 Days   All Stores (27)

Ratings

Avg Rating
⭐ **4.7**/5 ↑ 0.07 pts
compared to previous 7 days

Total Received
259 ↑ 34
compared to previous 7 days

Ratings Over Time
● Last 7 Days, Nov 13 – Nov 19   ● Prev 7 Days, Nov 6 – Nov 12
● Average rating over Last 7 Days: 4.7

5 Stars   94%
4 Stars   2%
3 Stars   1%
2 Stars   0%
1 Star   0%

💡 Over the last 7 days, you were rated the same as other stores like you.

Menu Feedback ⓘ   View More

Comments
12 ↑ 2
compared to previous 7 days

Food Quality Feedback ⓘ   View More

Comments
59 ↑ 23
compared to previous 7 days

Orders with Comments
0.25% ↑ 0.07%
compared to previous 7 days

CONFIDENTIAL   62

CUSTOMER FEEDBACK

Types of feedback

Customers can provide two different types of feedback:

1 Menu feedback, when customers report an issue with the menu during the ordering process — inaccurate photos or descriptions, not being able to customize an item or an in-store menu item "missing" from the online menu.

2 Food quality feedback, where customers rate the food they've ordered from your restaurant
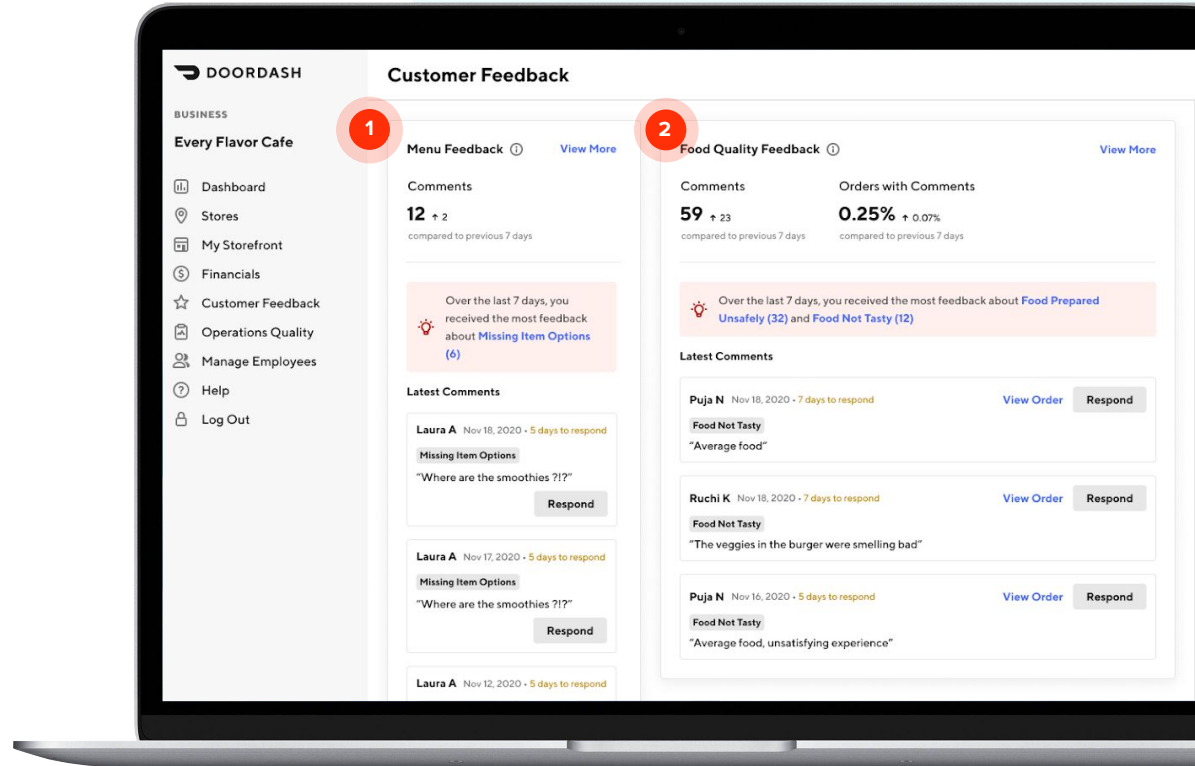
CUSTOMER FEEDBACK

Feedback trends

Read what customers are saying about your menu and your food. Maybe item descriptions need to be updated or dishes that require extra time need to be noted. Use this information to learn what's working well -- and what isn't.

1 Select your filters for time period and stores

2 Filter by relevant tags to hone in common themes and opportunities for improvement

3 Clicking on **Order Details** allows you to contextualize the feedback you've received

Food Quality Feedback

1 Last 7 Days ▾   All Stores (27) ▾

2 All   Food not tasty (522)   Food handled poorly (343)   Overcook...

59 Comments

Please respond to customer concerns within 7 days. We limit your abi... responses.

Puja N Nov 18, 2020 · 7 days to respond
Food Not Tasty
"Average food"

Puja N Nov 18, 2020 · 7 days to respond
Food Not Tasty
"Average food"

Puja N Nov 15, 2020 · 5 days to respond
Food Not Tasty
"The veggies in the burger were smelling bad"

Michelle K Nov 14, 2020 · 3 days to respond
Food Handled Poorly
"I expected the soda ($1.99) in a can. Instead received soda served in a small p...

3 **Order Details** ✕

Every Flavor Cafe   Order ID: 430744652
1234 Main St, Houston TX 14599

Status   Customer Name   Dasher   Pickup Time
Delivered   Simon K   Fernando Rios   June 14, 2020
                                                    8:34PM PST

Ruchi's Order
DoorDash Issued Refund · New Customer

1 × Eggstravaganza Food Not Tasty $5.55
1 × Ham & Cheese Croissant $3.45

Error Charges
Eggstravaganza Food Not Tasty $5.55

Associated Transactions
Transaction #849045022 Transfer #5890 – Delivery $10.49
Transaction #849045022 Transfer #5890 – Delivery Error   -$5.55

                                        Subtotal $12.39
                                        Tax (9%) $1.11
                                        Commission (16%) $1.46

CUSTOMER FEEDBACK

Respond to feedback

The Customer Feedback tab is your tool to connect with customers directly. You have up to 7 days to respond to new messages, although we recommend responding within 24 hours to handle concerns in a timely manner.

1 Select a template from the dropdown to start your message

2 Craft your message to your customer

3 Choose if you'd like to gift the customer a dollar amount off of their next order from your restaurant

Food Quality Feedback

Last 7 Days | All Stores (27)

All | Food not tasty (522) | Food handled poorly (343) | Overcook

59 Comments

Please respond to customer concerns within 7 days. We limit your responses.

Puja N Nov 18, 2020 · 7 days to respond
Food Not Tasty
"Average food"

Puja N Nov 18, 2020 · 7 days to respond
Food Not Tasty
"Average food"

Puja N Nov 15, 2020 · 5 days to respond
Food Not Tasty
"The veggies in the burger were smelling bad"

Michelle K Nov 14, 2020 · 3 days to respond
Food Handled Poorly
"I expected the soda ($1.99) in a can. Instead received soda served in a small p

Respond to Lima K ✕

Lima K June 7, 2020 · 7 days to respond
Food Not Tasty
"The veggies in the burger were smelling bad"

DoorDash Issued Refund · New Customer

Choose a template or type your response below

None

Please adhere to our Community Guidelines when responding to customers.

Hi Ruchi,

I am sorry to hear that you did not have a great experience with your order. Your feedback helps us improve and we would like to offer you $5 off your next purchase with us. Hope to see you soon.

Thanks,
Burgs n Fries

14 characters remaining.

Optionally, offer a discount on their next order ⓘ

$5 | $10 | $15 | Other

The customer paid $12.50 before taxes.

Business View   Store View

CUSTOMER FEEDBACK

Respond to feedback, cont.

Your customer receives an email from DoorDash on your behalf with the following information:

1 The promotion you're offering, if applicable

2 Your response to the customer, including a salutation with customer's name, body of text, and sign off

3 Customer sees a reminder of their original order, data and comment
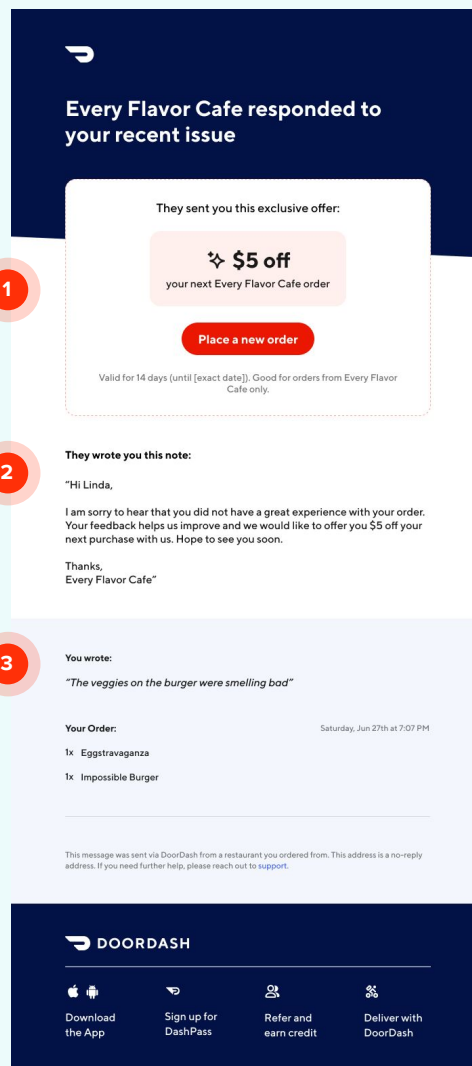
Operations Quality

Operations quality

A great delivery experience requires close collaboration between DoorDash and restaurants. To that end, we've added new operational data points in the Merchant Portal to help track customer experience and guide operational adjustments. In this section we'll cover:

- Overview of the different metrics

- Reviewing your operational performance

- How goals are set

OPERATIONS QUALITY

Operations quality metrics

There are five key metrics that contribute to a strong customer experience. At DoorDash, we define a strong customer experience as:

- Customers being able to reliably order from you when you're open
- A complete, fast, and error-free delivery

	What It Means	Why It Matters
Avoidable Wait	This measures how long Dashers are waiting for food after you confirmed it would be ready.	By keeping wait as low as possible, you can help lower your delivery times. Customers are more likely to order from Merchants with faster delivery times.
Avoidable Cancellations	This measures orders that were cancelled for reasons that are within your store's control.	Customers are less likely to return when they have an order cancelled.
Downtime	This measures the amount of time your Store was unavailable / temporary deactivated to customers despite being within your open hours. Excessive cancellations, wait, or pausing may lead to downtime.	If you're not open, you can't receive orders and you're missing out on sales.
Order Error Rate	This measures the frequency at which Customers report items missing, incorrectly prepared, or of poor quality after receiving their delivery.	Error charges may be applied for errors reported by Customers.
Customer Rating	This measures the customer's response to "How was the food from {Business Name}?	Customers are more likely to order from and try new Merchants with high customer ratings.

OPERATIONS QUALITY

Review your operations quality

Click **Operations Quality** in the left column navigation. On the Operations Quality dashboard, you will see two sections:

1 The **Continue improving in these areas** section shows metrics where your store/business is performing under goal.

2 The **Continue doing a great job here** section shows metrics where your store/business is on target with goal.

Note: The red/green ticker arrows indicate week-over-week change trend, comparing to the previous period (not relative to the goal).
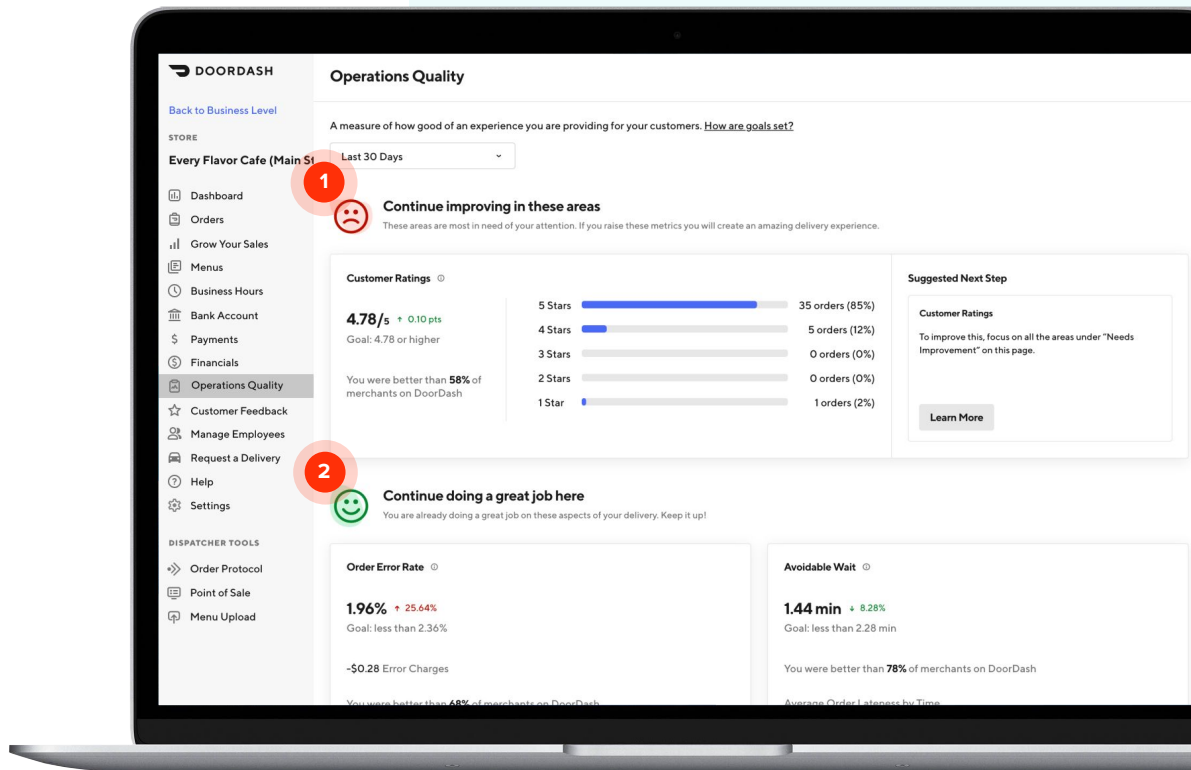
OPERATIONS QUALITY

How goals are established

Each Operations Quality goal is based on the average yearly performance of the top 20% of merchants in your category.

Meeting metrics goals ensure you're performing at the level of other top merchants in your category.

DOORDASH

Operations Quality

Back to Business Level

A measure of how good of an experience you are providing for your customers. How are goals set?

STORE

Every Flavor Cafe (Main St   Last 30 Days

Dashboard
Orders
Grow Your Sales
Menus
Business Hours
Bank Account
Payments
Financials
Operations Quality
Customer Feedback
Manage Employees
Request a Delivery
Help
Settings

DISPATCHER TOOLS

Order Protocol
Point of Sale
Menu Upload

☹ **Continue improving in these areas**
These areas are most in need of your attention. If you raise these metrics you will create an amazing delivery experience.

Customer Ratings ⓘ

4.78/5 ↑ 0.10 pts
Goal: 4.78 or higher

You were better than **58%** of merchants on DoorDash

5 Stars	35 orders (85%)
4 Stars	5 orders (12%)
3 Stars	0 orders (0%)
2 Stars	0 orders (0%)
1 Star	1 orders (2%)

Suggested Next Step

Customer Ratings

To improve this, focus on all the areas under "Needs Improvement" on this page.

Learn More

☺ **Continue doing a great job here**
You are already doing a great job on these aspects of your delivery. Keep it up!

Order Error Rate ⓘ

1.96% ↑ 25.64%
Goal: less than 2.36%

-$0.28 Error Charges

You were better than **68%** of merchants on DoorDash

Avoidable Wait ⓘ

1.44 min ↓ 8.28%
Goal: less than 2.28 min

You were better than **78%** of merchants on DoorDash

Average Order Lateness by Time

Manage Employees

Manage employees

The Manage Employees tab lets you provide the right level of Portal access to your employees. In this section, we'll cover:

- [Editing existing user access](#)
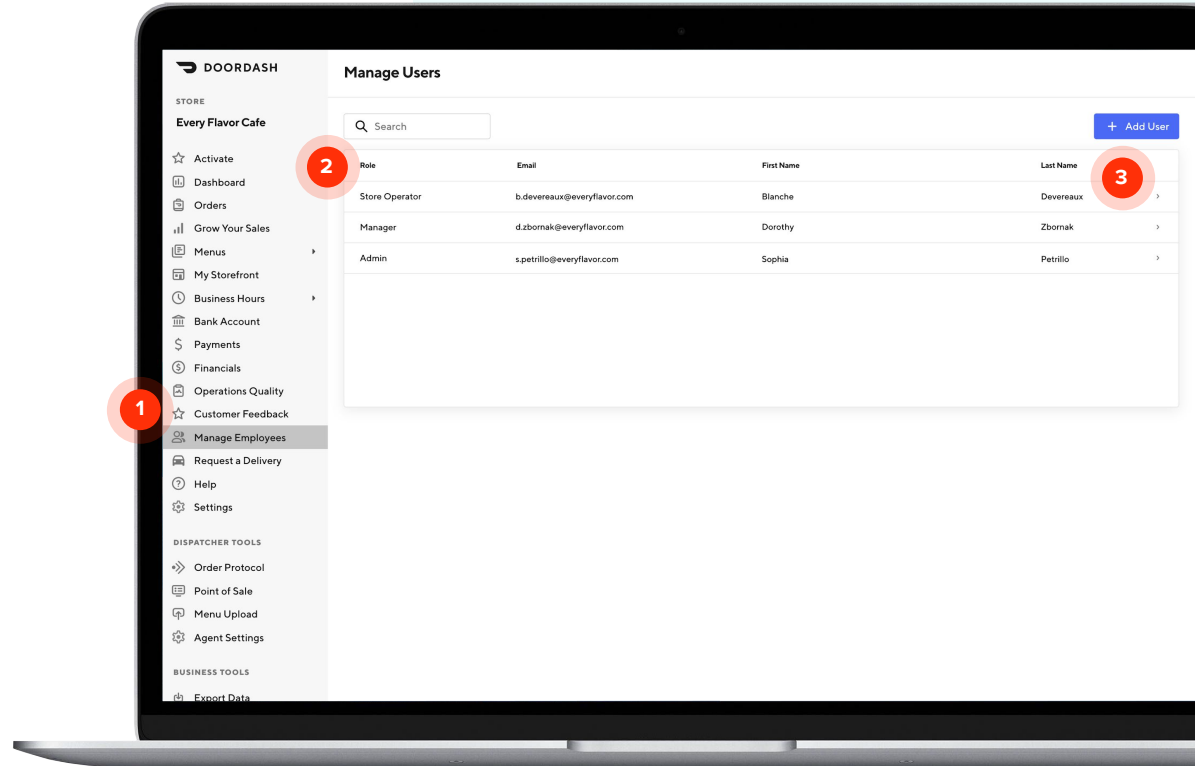- [Adding new employees](#)

MANAGE EMPLOYEES

Edit existing user access

1 Click **Manage Employees** in the left column navigation

2 Review the users who already have access

3 Edit current user's role and store level access. Click on the arrow for user details, edit and click **Save**
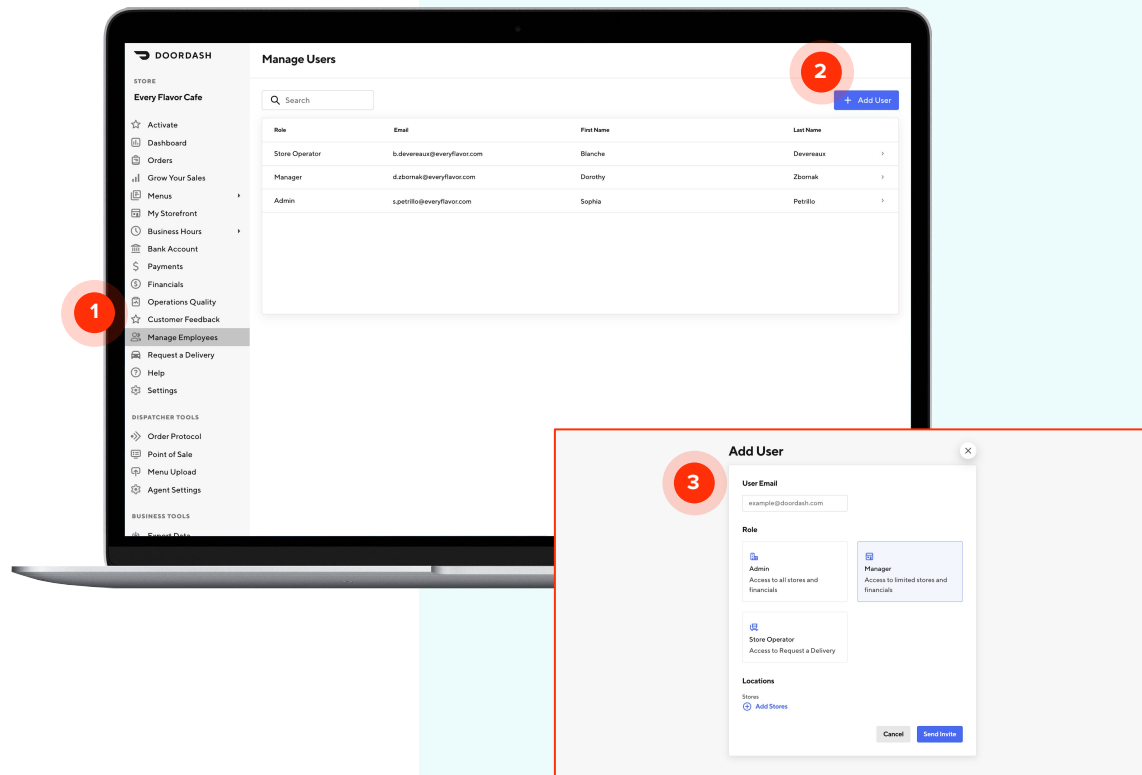

DOORDASH

STORE
Every Flavor Cafe

- Activate
- Dashboard
- Orders
- Grow Your Sales
- Menus
- My Storefront
- Business Hours
- Bank Account
- Payments
- Financials
- Operations Quality
- Customer Feedback
- Manage Employees
- Request a Delivery
- Help
- Settings

DISPATCHER TOOLS

- Order Protocol
- Point of Sale
- Menu Upload
- Agent Settings

BUSINESS TOOLS

- Export Data

Manage Users

Search   + Add User

Role	Email	First Name	Last Name
Store Operator	b.devereaux@everyflavor.com	Blanche	Devereaux
Manager	d.zbornak@everyflavor.com	Dorothy	Zbornak
Admin	s.petrillo@everyflavor.com	Sophia	Petrillo

MANAGE EMPLOYEES

Add new users

1 Select **Manage Employees** in the left column navigation

2 Click **Add User**

3 Input their details and access and click **Send Invite**. This will trigger an email to this user asking them to set up their credentials

⚙ Settings

SETTINGS

Settings

1   Ensure your restaurant name and address are accurate as this impacts what Customers and Dashers see.

2   If DoorDash or Dashers need to contact you about a live order, provide the best phone number to reach out.

3   Subscribe yourself or others to receive a daily or weekly email recap of your performance.

4   Help your in-store operations by telling Dashers where to pick up food to ensure they're in and out quickly.

5   Help your in-store operations by telling Customers where to wait for pickup orders.
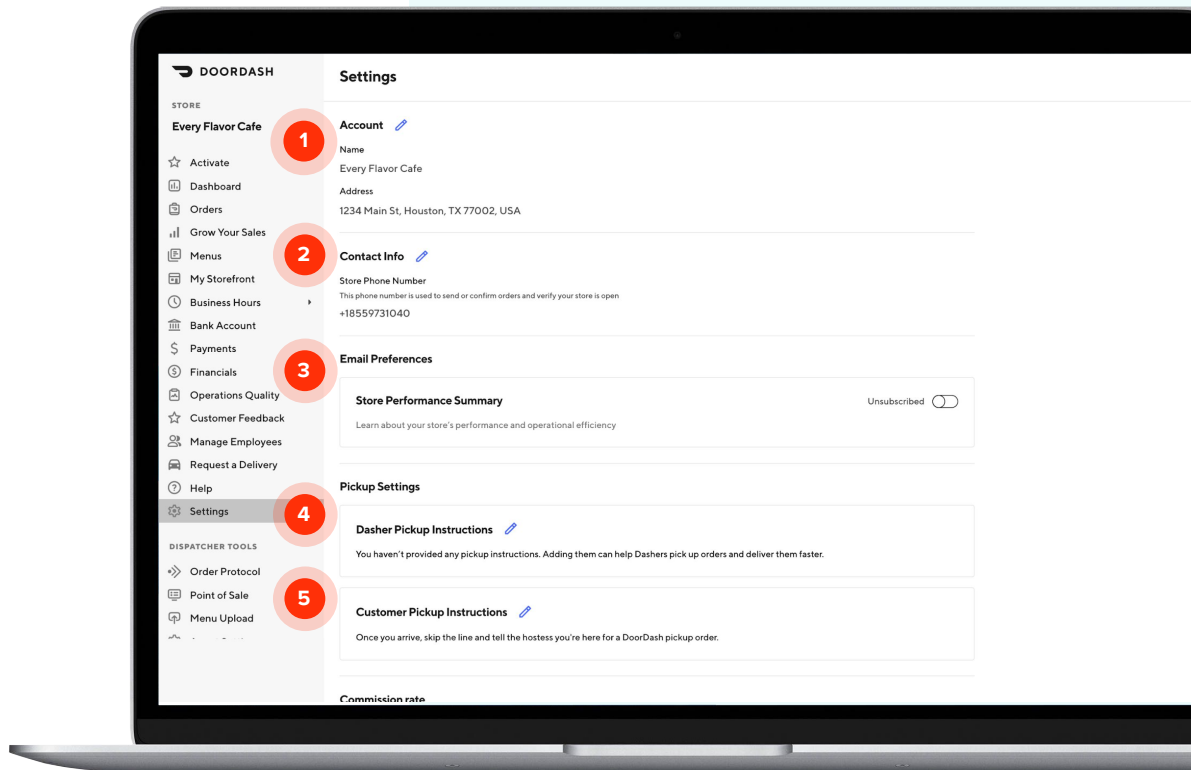
Grow Your Sales

GROW YOUR SALES

Marketing Promotions

Unlike traditional marketing platforms, DoorDash provides the clearest way to tie marketing efforts directly to sales outcomes and prove out ROI. You can set up marketing promotions directly in the portal based on your business goals.

1   Click **Grow Your Sales** in the left column navigation

2   Click **Explore Promos** and follow the step-by-step instructions.

Learn more about available marketing tools to meet your business goals.
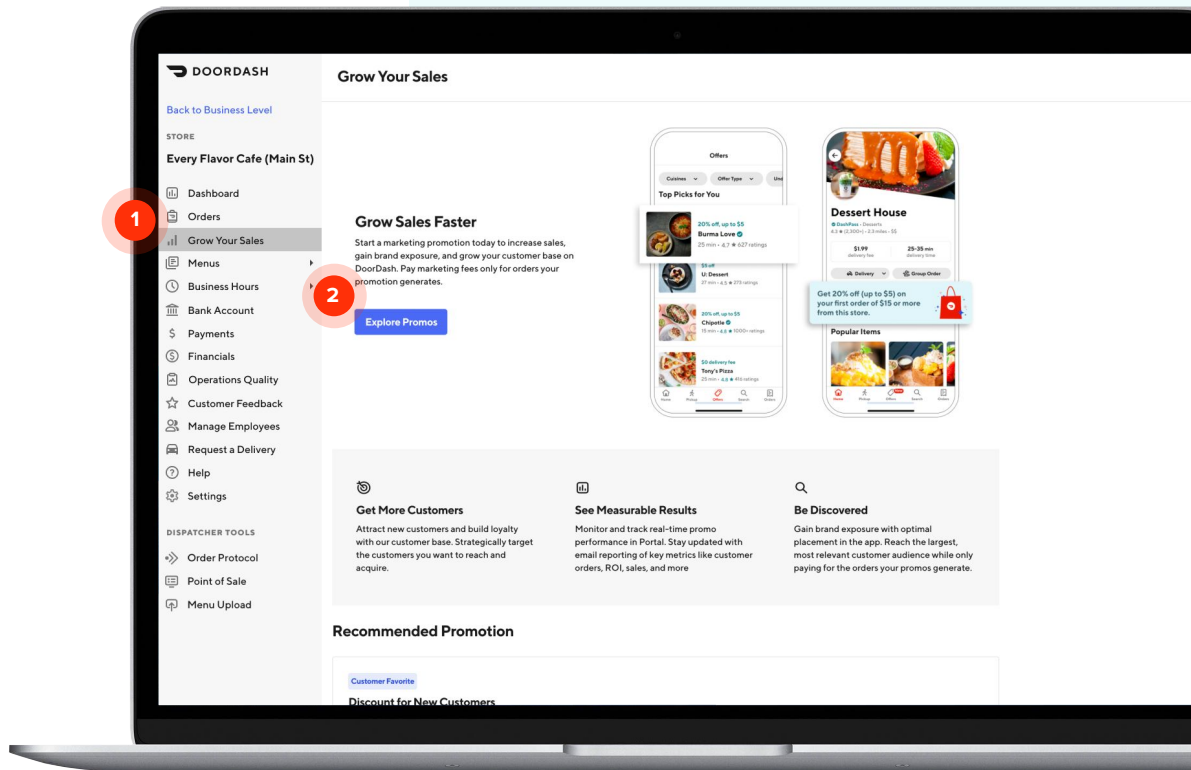
Thank you for being a DoorDash partner!