



Agentic AI Powers Faster CX Resolution for Food Delivery Platform

Accelerating AI agent deployment with human-in-the-loop training

The Challenge

When fast food needs faster issue resolutions

In the high-stakes world of food delivery, customer patience evaporates quickly. Support teams are constantly bombarded with urgent requests — from "Where's my order?" and "Update my delivery address" to "Can I cancel my order?"

With millions of hungry customers demanding immediate attention, these repetitive inquiries overwhelm support teams, slow resolution times and frustrate customers even more.

For one leading food delivery platform, this challenge was threatening both customer retention and brand reputation. The company saw an opportunity to take a smarter approach.

Off-the-shelf that's not so easy

Rather than simply adding more support agents to a fundamentally inefficient system, the platform made a bold decision: deploy specialized AI agents to fully automate routine support tasks.

This way, frontline teams could focus on escalated cases that demand critical thinking, empathy and white-glove service.

However, the company quickly discovered that building truly effective AI agents wasn't as simple as implementing off-the-shelf solutions.

They needed a partner with both technical expertise and deep customer experience (CX) operational understanding.

The Solution

Finding the missing expertise

TaskUs stepped in with a comprehensive training and evaluation framework designed specifically for agentic AI in customer service environments.

Applying our deep AI expertise and understanding of CX workflows, we provided human evaluation services and partnered with the company's machine learning (ML) engineering team to develop an ecosystem of specialized AI agents, each with distinct capabilities:

- **Validating undelivered claims:** Verify if there's a missing order
- **Fixing delivery addresses:** Complete or correct location information
- **Verifying delivery proof:** Analyze photos from delivery partners to confirm successful drop-offs
- **Resolving issues with context:** Consider the full customer history to provide accurate, personalized resolutions
- **Smart escalation:** Hand off complex issues to human agents only when necessary

Transforming the end-to-end training pipeline

On top of providing evaluation support, we led key operational improvements to help the system scale faster and smarter:

QA Framework: We designed a quality assurance framework to review thousands of AI agent support tickets, identifying patterns and cases that required additional training.



Platform migration: Recognizing the limitations of insufficient tooling, we transitioned the annotation work to an industry-grade platform, improving efficiency, reducing errors and improving consistency.

Enhanced performance metrics: We expanded quality definitions beyond basic acceptance criteria to include precision, recall and F1 scores, providing a more nuanced understanding of AI agent performance across different tasks.

Weekly insight sessions: Our teams met with the client regularly to share valuable insights and implement feedback directly into workflows.

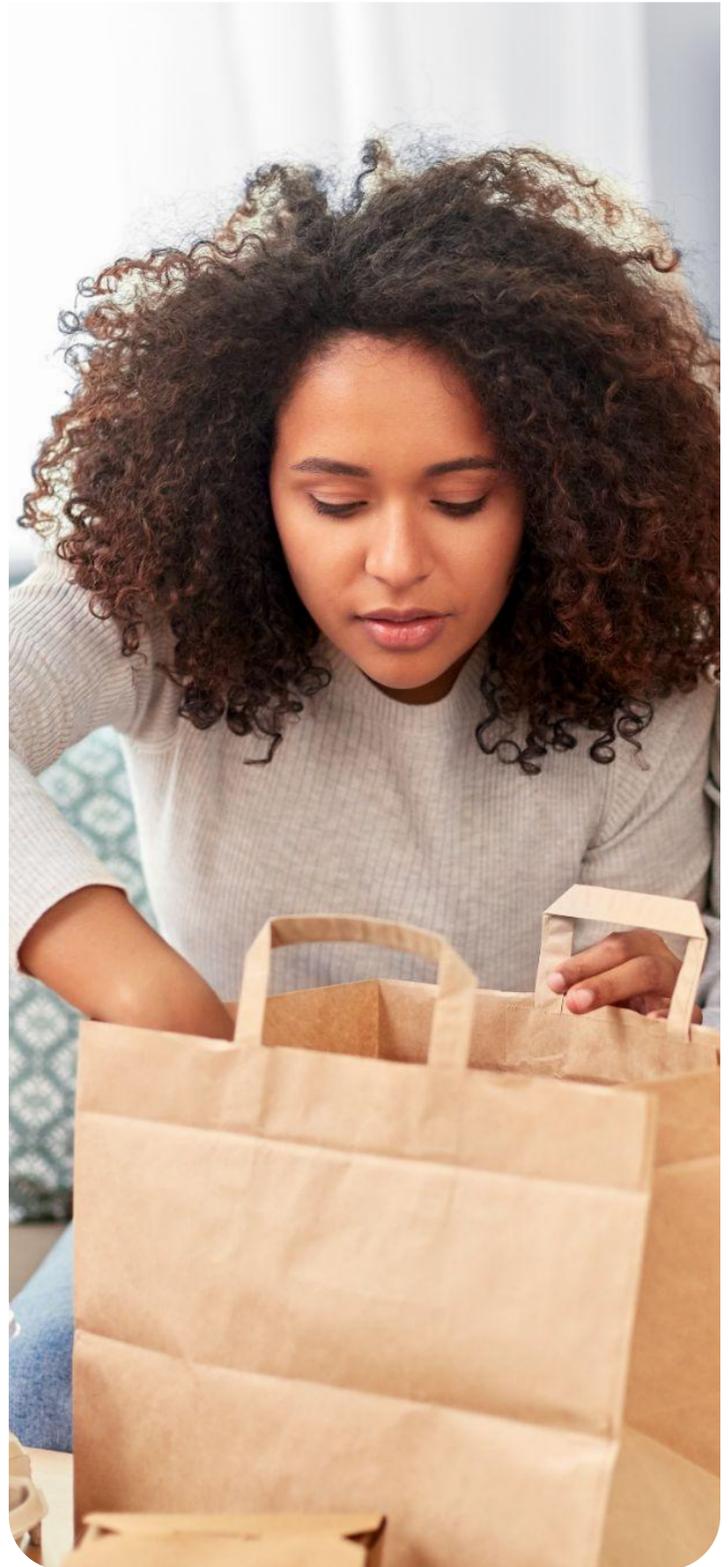
Results

90% Improved Quality Performance

Aligning with client
benchmarks within 5 weeks

25% Time Saved

Through TaskUs-owned
quality workflow



About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services, and healthcare. As of December 31, 2024, TaskUs had a worldwide headcount of approximately 59,000 people across 28 locations in 12 countries, including the United States, the Philippines and India.

For more information, please visit:

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