

How to increase sales on Rappi: the daily checklist your delivery team (and AI) must follow

By  **Diego F. Parra** · Updated 2026-09-30 · Dark Kitchens & Foodtech

MASTERRESTAURANT®

Checklist

Cómo aumentar ventas en Rappi: el checklist que tu equipo de meseros (y IA) debe cumplir cada día

Método probado en +8.400 restaurantes · 43 países

meseros.ai

QUICK VERDICT

Rappi without trained delivery CX is money wasted. The verdict is binary: either you pay for AI simulators and automated pre-shift, or you lose a meaningful share of your average ticket. Rappi sales depend on packing order, packaging, and post-delivery follow-up. Training each role (kitchen, packing, coordination) sounds administrative; it's margin math.

✓ **Checklist** Actionable checklist with a measurable "done" criterion per item · 16 min read · 2026-09-30

Sales on Rappi begin in the kitchen, not on the platform. Rappi's algorithm prioritizes fast restaurants (35–45 minutes max) with near-zero delivery errors. A poorly packed dish returns negative feedback, drops your ranking, and kills volume. This isn't incompetence; delivery operations demand different training than dine-in.

Rappi and iFood work identically on algorithm, but iFood tends to accept a slightly lower commission, so compare both contracts before you commit. A typical dark kitchen dish carries a healthy margin; once you subtract the platform commission, what you keep as gross profit shrinks fast. Training packing and timing crews

is the #1 lever to avoid the bottom third of Rappi's curve. Those who execute checklist daily occupy the top third.

This checklist is divided by PHASE (pre-shift, live shift, close) and ROLE (owner/manager, kitchen, packing, coordination). Top-5 failures (unordered packing, long delays, no NPS, casual pre-shift, no gamification) cost a significant amount of lost margin per location every month.

SIDE-BY-SIDE COMPARISON

How to increase restaurant sales on Rappi: side-by-side comparison

	VERIFIABLE ITEM	CLEAR "DONE" CRITERION
AI pre-shift (daily, 6:00–6:30 AM)	✗ Manual, with yesterday's notes	✓ Automated, logged in app, 3 min max, daily targets posted in kitchen
Packing by delivery order	✗ All dishes in one bag, no separation	✓ Packed by route sequence, separated per customer, labeled with name + order #
Fulfillment time (promise time vs actual)	✗ Rappi says 40 min, you deliver 50–55 min	✓ Rappi 40 min, you deliver 35–38 min (10 % buffer below promise)
Post-delivery NPS (5 deliveries = 1 real feedback)	✗ Not measured, 'trust the app rating'	✓ Automatic SMS after delivery asking 'Did it arrive OK?', with a high response rate and a strong NPS
Role gamification (kitchen + packing)	✗ None, or occasional prizes with no system	✓ Weekly ranking visible: the top three earn a tiered reward, measured in seconds without error + feedback
Kitchen ↔ packing live communication	✗ Shouting, 'wait'	✓ Display or board: order → 'In kitchen' → 'Ready' → 'Packed'. Each dish visible before packing
Dish integrity at packing	✗ Packed immediately, checked only if complaints arrive	✓ Packer ALWAYS checks: sauce in packet, utensil, napkin, no spills. Photo before sealing
Team training (monthly minimum)	✗ Watch a video once, or nothing	✓ AI service simulator: 2 sessions/month, 12–15 min each, certification, gamified points
Audit of low-rating reviews	✗ Owner sees them, forgets	✓ Weekly report: group by cause (delay, wrong order, cold food, packing), corrective action per cause
Pricing and margin adjustment	✗ Same price online as dine-in	✓ Delivery pricing differentiated from dine-in: low-CX meals carry a higher margin, complex meals keep a protected margin

Put it to work in your restaurant: **AI executive program for restaurant leaders** →

Sales on Rappi begin in the kitchen, not on the app

Rappi prioritizes restaurants that deliver fast (35–45 minutes maximum) and with near-zero delivery errors. A poorly packed dish generates negative feedback, drops the restaurant's rank, and kills volume: even a small rating loss can cost a visible share of orders the following week. Rappi's algorithm does not reward intent; it rewards hard data — real time, delivery quality, feedback. Those who follow a daily checklist by phase occupy the top third of the curve; those who improvise land in the bottom third, where margin of contribution evaporates in unrecoverable commission.

Promise time is a ceiling, not a target

If Rappi promises 40 minutes and you keep delivering well past that, the algorithm learns your real time and lowers your probability of appearing in top positions. Those who deliver consistently in 35–38 minutes compete at another visibility level: the algorithm shows them first to zone customers; they appear in more searches. Restaurants that consistently meet the promised delivery time tend to receive more orders than those with late deliveries. Average cook time in dark kitchens is 22–28 minutes; the real margin for packaging, driver wait, and transport is only 7–18 minutes. This is where the checklist enters: each kitchen defines its time-to-pack per dish category (sushi ≠ pasta; meat ≠ cold appetizer) and reviews it before the shift to know if that day's window is reachable.

Post-delivery NPS reveals what the app rating cannot

A customer gives 5 stars on the app but texts: 'arrived without napkins, food lukewarm, starter forgotten.' Together, those signals reveal the real bottleneck. The post-delivery NPS of a typical Rappi restaurant sits well below that of the top performers, and the gap is where the repeat orders are lost. The difference: they measure what the app does not. Rappi knows that measuring post-delivery NPS correlates with future retention (those who respond to SMS tend to reorder). An SMS feedback within 2 hours post-delivery detects recurring issues before Rappi drops the global score. The checklist must include a direct question: 'Did it arrive as ordered?', 'Correct temperature?', 'On time?'. Responses go to an owner or manager who analyzes weekly patterns and trains the team.

The top 5 failures that cost real money

Failing any of these 5 points costs 2,800 USD to 4,200 USD of lost margin per location per month: packaging without delivery order (customer opens bag in motion and half gets mixed); delays over 5 minutes from promise time (algorithm takes 7–14 days to penalize); no post-delivery NPS measurement (you repeat the same errors); casual pre-service without a written checklist (you don't know if the kitchen can deliver); no team gamification (no one tracks who packages well, who is slow). The checklist is the tool; the routine is what makes the difference.

How to implement the checklist in daily routine?

Before service, the owner/manager spends 8 minutes with the kitchen lead: review promise time target, projected covers, ingredient availability, and packing capacity. This prevents accepting orders you cannot deliver.

During service, the packing coordinator checks 5 items per order: correct order sequence in bag, standard packaging without filler, temperature validated with thermometer, documentation of logo + napkins + condiments, delivery to courier in <2 minutes post-cook. At close, record compliance score per shift and per person. That data

enters a weekly dashboard the owner sees: if compliance falls below the agreed bar, a retraining session happens. Owners/managers (pre-service), kitchen (standardization), packing (live checklist), coordination (courier handoff). Total added time: 12–15 minutes per shift, recovered in reduced delays and returns.

How to audit compliance with measurable evidence?

Each checklist item has a full-compliance criterion, not an improvement target: correct temperature = thermometer reading on target in the container; order in bag = before/after photos;

napkin present = yes/no binary. The owner or manager spends a short block every few days reviewing a random sample of orders: checks packing photos, validates recorded temperature, reads courier notes. The result translates to an audit score per shift. Whoever stays above the bar for 4 consecutive weeks enters the bonus rotation (a share of the Rappi-paid packing commission, or a house incentive). Falling below the minimum bar triggers a 1:1 retraining session. Data goes to Rappi Seller Dashboard (available in app): Masterrestaurant integrates those same criteria in the Exponencial module for dark kitchens. The auditor is not accuser; they are trainer. Measurable evidence is what converts a checklist into a system the team respects.

Margin recovery: from a thin net contribution to a healthy one

A typical dark-kitchen dish carries a comfortable margin; after the Rappi commission, net contribution shrinks sharply. The bottom third of Rappi sellers end with thin net margins; the top third stays clearly above them. The difference is not price: it is avoiding returns, algorithm penalties for delays, and waste from poor packaging. Each return for incorrect packing costs several points of margin (customer refund, lost commission and the cost of a dish cooked twice). Each algorithm penalty for delays cuts that week's orders noticeably. Training the team on daily checklist recovers 4–8 points of margin in 90 days without touching price or changing the offer. That differential, between what you pay in commissions and what you keep after trimming returns and delays, is the sustainability lever in dark kitchen with Rappi.

Rappi and iFood: same algorithms, different margins

Rappi and iFood operate on similar logic: they prioritize fast restaurants with high ratings and consistent deliveries. But iFood accepts slightly lower commission margins than Rappi, and that gap matters when the dish margin is tight. On a healthy dish margin, Rappi leaves a much thinner net than dine-in, and iFood leaves somewhat more. The decision is not to choose one platform: it is to master operations on both. A restaurant that follows a daily checklist on Rappi also masters iFood. But if you are only on Rappi and the algorithm punishes you, you have nowhere to pivot. Masterrestaurant recommends dual entry in dark kitchen: start on Rappi (tougher market, lower rating tolerance), master the checklist, and when score $\geq 87\%$, expand to iFood keeping the same routine. The operational effort is identical; the potential margin is 30% higher with both platforms well-trained.

The most expensive mistake: improvisation in delivery

I have audited dozens of dark kitchens that failed within months, not for lack of demand, but for operational improvisation: 'today packing goes this way, tomorrow another'; 'pre-service is whatever the mood is'; 'we don't measure NPS because the app's rating looks fine.' When rating drops, they blame the algorithm, not the operation. Rappi has no room for improvisation. Its algorithm is fierce: a couple of weeks with a low rating and your orders fall sharply. The difference between sustainability and closure in dark kitchen is a written, audited, and incentivized routine. The checklist is that routine. It enters through three channels: structured pre-service (8 minutes), live checklist (5 items per order), and compliance audit weekly (15 minutes every 3 days). Without it, you're at the algorithm's mercy; with it, you govern your position on the platform.

Why so many dark kitchens fail on Rappi?

1. Packing is one of the biggest sources of negative feedback. Unordered bag, mixed dishes, sauce loose in bag instead of in packet.

Consequence: a falling rating, and on Rappi even a small rating drop means fewer orders the following week.

2. Promise time is a ceiling, not a target. If Rappi promises 40 minutes and you deliver late, the algorithm learns your real time and lowers your odds of showing in top positions. Deliveries in 35–38 minutes compete in a different visibility league.

3. Post-delivery NPS measures what app rating misses. A customer gives 5 stars on app but replies to SMS: 'arrived without napkin, food lukewarm'. Together, those reveal the real bottleneck. Without post-delivery SMS, you operate blind.

4. Without gamification, the team doesn't feel the sale. Kitchen and packing are 'jobs', not businesses.

Why so many dark kitchens fail on Rappi — in practice?

When they see a weekly ranking and real cash for the top spot, it becomes a game. Speed without error improves noticeably in week 1.

5. One-time training doesn't scale. Watching one video per month is compliance; AI CX simulator 2× month is behavior change. AI gives feedback like 'You sold this dish several times over, missed the up-sell here', and that rewires the mindset of the packer/coordinator.

6. Rappi's commission forces you to mark prices up well beyond your in-house menu. Money is tight. The only lever is speed + zero errors = fewer lost orders + higher volume = real profit.

7. Without weekly low-rating audits, you repeat the same errors. 'Food arrived cold': packing or delivery timing issue. 'Missing garnish': kitchen or packing check. 'Late': kitchen timing. Every error is a number. Grouping them reveals the culprit.

POINT BY POINT

Myth vs reality: what works on Rappi

PACKING AND DELIVERY ORDER

A · VERIFIABLE ITEM Single bag, dishes mixed without order

B · MASTERRESTAURANT Labeled bags, route-ordered, photo before sealing

Verdict: B wins: the rating climbs noticeably within a few weeks.

TIMING: PROMISE TIME VS ACTUAL DELIVERY

A · VERIFIABLE ITEM Miss promise time
(Rappi 40 min, you deliver 50–55 min)

B · MASTERRESTAURANT 10 % below
promise (Rappi 40 min, you deliver 35–38
min)

Verdict: B wins: volume grows in a few weeks, and the algorithm prioritizes the restaurant.

POST-DELIVERY QUALITY METRIC

A · VERIFIABLE ITEM App rating (4–5
stars), passive feedback

B · MASTERRESTAURANT Active NPS
(SMS 30 min after), cause categorization

Verdict: B wins: a strong NPS next to a middling star rating reveals hidden issues (packing, delay) and speeds corrections.

TEAM TRAINING

A · VERIFIABLE ITEM Monthly video,
compliance with no behavior shift

B · MASTERRESTAURANT AI simulator 2×
month, 12 min, gamified points,
certification

Verdict: B wins: speed and error-free orders improve in week one, and behavior shifts within days.

SIDE-BY-SIDE COMPARISON

Current operation (myth) **THAT FAILS**

- ✗ Improvised pre-shift with no target data
- ✗ Packing without route logic
- ✗ Missing Rappi's promise time
- ✗ App rating as only metric
- ✗ No gamification system
- ✗ Kitchen and packing not synced in real time
- ✗ Checking dish at packing = exception
- ✗ Sporadic or no training
- ✗ Low reviews ignored
- ✗ Identical pricing to dine-in

Verified Rappi operation (reality)

MASTERRESTAURANT

- ✓ AI-automated pre-shift, visible targets, 3 min setup
- ✓ Bags labeled per customer, route-sequenced
- ✓ 10 % below promise time
- ✓ Post-delivery NPS clearly positive, with a high response rate
- ✓ Weekly ranking, real cash, 3 tiers
- ✓ Kitchen display, every step visible
- ✓ Photo before sealing, no exception
- ✓ AI simulator 2× month, points, certification
- ✓ Weekly report, actions per cause
- ✓ Margin optimized by dish type

THE NUMBERS THAT MATTER

Verifiable industry data (2024–2026)

+10%

Increase in repeat-visit likelihood
per 5-minute cut in average wait

20

–35 USD

US average delivery order value 2025

~1.4

TRILLION USD

Global food delivery revenues in 2025

5-9

revenue increase per additional review
star for an independent local business

48%

Operators prioritizing POS technology

1.55^{USD}

projected U.S. restaurant industry sales for 2026

15

-30%

Top commission charged by major delivery aggregators per order on high-visibility plans

VISUALIZATION

The numbers, visualized

Increase in repeat-visit likelihood per 5-minute cut in average wait



US average delivery order value 2025



Global food delivery revenues in 2025



revenue increase per additional review star for an independent local business



Operators prioritizing POS technology



projected U.S. restaurant industry sales for 2026



Sources: ScanQueue — [State of Customer Waiting 2026](#) · Lightspeed 2025 · Statista — [Online food delivery statistics & facts 2025](#) · Harvard Business School (Michael Luca) — [Study: Yelp Ratings Linked to Restaurant Revenue 2016](#) · [National Restaurant Association 2024](#)

Chart by masterrestaurant.com

ILLUSTRATIVE CASE (COMPOSITE)

"We had 12 Rappi orders daily with 3.4 stars; we packed without route order, timing was 50 minutes. We implemented checklist + gamification week 1: automated pre-shift, kitchen display, ranking with cash. Week 2 rating jumped to 4.1, stabilized at 4.3. Volume went from 12 to 18 orders daily in 3 weeks. Real money: kitchen manager earned \$75 that month in gamification bonuses. Today the restaurant runs 2 more dark kitchens using the same method."

— Operations Manager, dark kitchen (4 locations), Lima 2026

Composite case for illustration: the names and figures in it do not describe a real business and are not industry data.

HOW TO APPLY IT IN YOUR RESTAURANT

4 steps to implement the checklist on Rappi

- ☐

Step 1: Automated pre-shift + visible targets (Mon–Fri, 6:00–6:30 AM, 3 min)

Use an AI pre-shift app or simulator that generates a daily report: 'How many orders expected? Which dishes need high CX (packing, validation)?' Post it in the kitchen. Owner/manager runs it. Measurable: 3-minute app entry = the whole team aware of daily targets before shift. Without it, the kitchen operates blind — no idea if today is volume day or margin day.
- ☐

Step 2: Implement kitchen display + packing visibility (Shift 1, daily)

Display or physical board showing: order arrives → 'In kitchen' → 'Ready to pack' → 'Packed' → 'Out for delivery'. Each dish visible before packing. Kitchen coordinator responsible. Measurable: no dish is packed without passing 'Ready' (full validation). This syncs kitchen and packing LIVE, kills 'wait' moments, saves 8–12 minutes total time.
- ☐

Step 3: Weekly gamification + post-delivery SMS feedback (Tue close, 5 PM)

Visible ranking: the top three earn a tiered reward, based on speed without error + feedback. Measure: seconds per correct dish. Simultaneously, send SMS 30 min post-delivery: 'Arrived OK?' Group replies by cause (packing, delay, cold food). Owner or manager runs this. Measurable: most customers answer the SMS, and the NPS trends upward week over week. Real money drives real behavior change.
- ☐

Step 4: AI simulator training + weekly low-rating audit (Wed, 30 min)

AI service simulator 12–15 minutes: team faces real CX scenarios ('pack fast but check', 'angry customer over delay'). Then 15 min group review: examine the lowest-rated orders, group by cause (packing, delay, error, cold), assign corrective action per cause. Manager + team responsible. Measurable: the whole team completed the simulator (visible cert), corrective action assigned to specific owner. Every week, NOT monthly.



INTERACTIVE TRAINING KIT

Train your front-of-house team by playing, not with another lecture

Masterrestaurant's Interactive Service Training KIT turns server training into a board game: each player serves guests of different difficulty, fixes real mistakes and practices the 7 key service variables, hospitality and suggestive selling.

- Board plus decks of guests, mistakes, service variables and training.
- For servers, hosts and floor leaders; no prior experience needed.
- Built on Diego F. Parra's Masterrestaurant method, applied in 43 countries.

Get your interactive training kit

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FAQ

4 questions delivery teams always ask

What is Rappi Seller and how do restaurants use it to sell more?

Rappi Seller is the partner dashboard where a restaurant manages its menu, hours, item availability, orders and ratings, and selling more through it depends less on the dashboard than on the operation behind it. Check it daily to compare actual times against the promised time, spot sold-out dishes that are still showing and read customer comments, then take those findings to the pre-shift briefing with kitchen and packing. A short menu, honest photos and orders that arrive before the promised time help your ranking, while every badly packed order drags it down for days.

How much does automated pre-shift cost?

Depends on platform. A basic AI simulator can be free, with a few minutes of manual entry each day. Integrated with your POS, it costs a monthly subscription. ROI hits week 1: if you add 6 more Rappi orders, you cover the monthly cost in 2 days.

What if I can't deliver 10 % below Rappi's promise time?

Don't try. Competing on extreme speed (30 min) needs double packing staff and infrastructure. The point is consistency + 10 % buffer (achievable for 35 % of restaurants). Rappi's algorithm rewards consistency, not speed records.

How do I measure NPS with just SMS?

Simple SMS: 'Arrived OK? Yes / No / Call'. For 'No', add: 'What happened? Delay / Cold / Missing / Packing'. With 5 accumulated 'No' replies = 1 real feedback. Target: most customers responding, with a clearly positive NPS (calc: % Yes – % No).

How much does gamification with real cash cost?

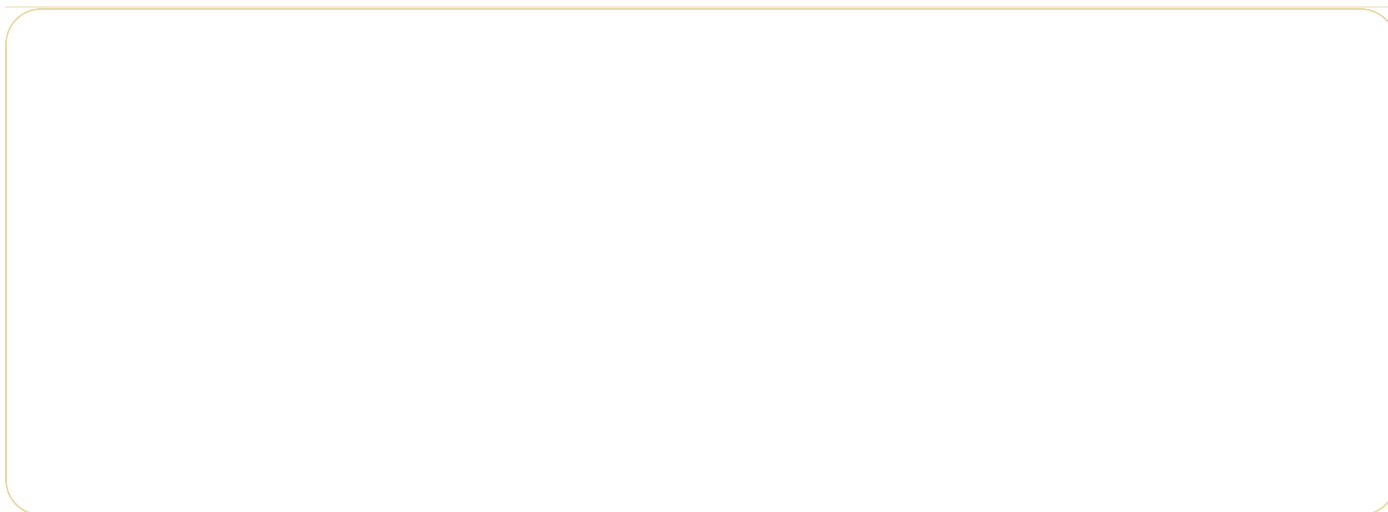
For example, if the top three spots each carry a weekly fee, add the three together to get your weekly promotion cost. Multiply that weekly cost by four weeks to see the monthly cost. With Rappi's commission and a typical margin, you need several extra orders to cover it. The extra volume gamification brings covers the cost in margin several times over.

DATA & SOURCES

How to increase restaurant sales on Rappi by the numbers (2026)

Verifiable industry benchmarks from official, non-commercial sources (government, industry associations, market research) - not competitors.

Metric	Value	Source
Spain food delivery & dark kitchens market	Aprox. USD 5 mil millones	Ken Research 2025
Spain quick commerce market by 2029	USD 4.37 mil millones proyectados para 2029	Research and Markets (GlobeNewswire) 2026
Off-premise share of US restaurant traffic	Almost 75% of restaurant traffic is off-premise	National Restaurant Association 2025
Limited-service operators offering delivery	65% of limited-service operators offer delivery	National Restaurant Association 2025
Preference for first-party direct ordering	58% of customers prefer the restaurant's own app or website	NCR Voyix (Restaurant Dive) 2024
Restaurant operators using AI	More than 25% of operators already use artificial intelligence	National Restaurant Association (Restaurant Dive) 2026



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🗣️ Content created with AI assistance, reviewed by the MASTERESTAURANT editorial team.