

Just Eat becomes First UK Delivery Platform to Introduce WhatsApp Ordering

- New AI-powered ordering lets Just Eat customers browse menus and build baskets entirely within their WhatsApp chat
- The launch follows a successful trial in Spain
- Integration is powered by Just Eat's in-house built AI assistant

Thursday 1st October, London - From today, Just Eat customers in the UK can browse and order their favourite takeaway right on WhatsApp.

In a UK first, Just Eat has launched its custom-built AI-powered service, which allows customers to order from any of its 100,000 UK partners directly through WhatsApp. The new feature allows customers to message requests, receive tailored recommendations, as well as select items and customise their order. The Just Eat app is used only for the final, secure payment step.

Whether it's "I need dinner for four, with veggie options" or "Find me the best burgers nearby", customers can chat just like they would with friends or family to receive tailored suggestions before completing their purchase securely in the Just Eat app.

With millions of people in the UK using WhatsApp each day, the launch brings ordering to the fingertips of consumers in an easier format than ever before.

Powered by In-House AI

The integration is powered by Just Eat's in-house built AI assistant, the same technology behind the platform's AI [voice ordering feature](#)*, which launched in the UK in January. The technology has been built to interpret natural, conversational requests and deliver tailored recommendations, and is constantly being developed and refined by Just Eat's

expert team of developers. This new feature also follows the rollout of robot deliveries in specific regions across the UK earlier in the year.

Jörg Gerbig, Chief Corporate Development Officer at Just Eat [Takeaway.com](https://www.just-eat-takeaway.com), said: "As convenience becomes ever more important, we've been finding new ways to meet customers where they already are. WhatsApp is one of the UK's most popular apps and this development, powered by our AI assistant, means our customers can access our thousands of partners across retail and grocery, all through sending a few messages. Whether it's ordering a Saturday night pizza on the way home from a family day out, or last-minute ingredients for a dinner party, browsing and selecting your orders is quicker and easier than ever before."

Derya Matras, Vice President, EMEA at Meta, said: "We're delighted that Just Eat Takeaway.com continues to pioneer conversational commerce on WhatsApp across Europe. After becoming the first food delivery platform in the region to launch direct ordering on WhatsApp in Spain, it's exciting to see this experience now roll out to the UK - one of Europe's largest delivery markets. This expansion shows how WhatsApp is becoming the go-to platform for businesses to meet consumers where they already are, turning everyday conversations into seamless commerce moments."

The UK launch follows [initial trials in Spain](#), the first example of the app being used for ordering in Europe. These launches follow global rapid adoption of WhatsApp as more than just a messaging service, with consumers increasingly using WhatsApp to interact with businesses, and access customer support channels.

Ends

How to try it:

- Message Just Eat on 07476 549170

*More Detail on Voice Ordering

- The AI Voice Assistant is now live across all Just Eat European markets, making Just Eat the first major on-demand delivery platform in Europe to deploy conversational AI at

scale.

- Customers using voice find what they need 38.7% faster than with text-only search.
- Users who combine voice and touch in a single session are 75% more likely to add to the basket.

About Just Eat Takeaway.com

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Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Bulgaria, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

Most recent information is available on our corporate website and follow us on [LinkedIn](#) and [X](#).

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For more information please visit our corporate website: <https://justeattakeaway.com>

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