Challenges

How many times have we wished that tasks could be done with a snap of a finger? What about a click of a button? Instacart is delivering on that wish with same-day grocery delivery. Partnered with local and national retailers alike, customers can select groceries and have them delivered directly to their door by a personal shopper.

Behind the scenes, there are a lot of logistics to make this magic happen. For example, every Shopper providing shopping and delivery services must be screened in a compliant manner for both motor vehicle and criminal background checks. Joseph Navin, Instacart’s Senior Manager of Food, Trust and Safety notes, “Similar to other on-demand platforms, Instacart has a series of screening controls in place for prospective service providers. In addition to the motor vehicle and criminal background checks, prospective service providers are scrutinized by our Risk Operations team to ensure that their identity matches all records provided and that duplicate accounts are caught and properly addressed.”

Throughout the process, there are many stages where things could go wrong. It has taken precise attention to detail to scale a system that is compliant, minimizes friction for prospective service providers, and ensures that retailer obligations are met.

Solutions

Checkr and Instacart have been partnered since 2014. In this time, there have been many advances for both businesses. Joseph discusses his top three highlights below.

1. Compliance.

Staying compliant with the FCRA, state, county, and industry regulations have been Instacart’s top priority. Joseph even mentions that “Instacart had outside employment counsel specializing in background check compliance come on-site for an evaluation and they found our process to be satisfactory.”
By partnering with Checkr, Instacart has been able to scale without compromising their process or incurring any violations. In keeping standards high, Instacart not only guarantees best practices when engaging Shoppers, but they also guarantee to their retail clients that Shoppers have met all necessary steps prior to ever stepping onsite.

2. Turnaround time.
Instacart has taken advantage of Checkr’s API and latest technology to decrease their turnaround time and increase the number of prospective service providers that they can engage. Joseph estimates that, “75% of Instacart’s criminal background checks are returned within 3 days or less. When they do take longer, it is usually due to an exception, such as a name and Date of Birth mismatch, and we are able to contact the prospective service provider to update the information.” Given that Shoppers are unable to provide services until their motor vehicle and criminal reports are approved, turnaround time is crucial to ensure that prospective Shoppers are able to quickly engage with the platform.

3. Flexibility to scale.
Instacart’s background check needs have grown close to 20x since they began working with Checkr in 2014. Leveraging the Checkr API and integrating the workflow with Instacart’s product has allowed them to successfully scale with minimal friction in the background check process. As Joseph puts it, “Our key metrics were around compliance and our ability to leverage Checkr’s technology without compromising the integrity of our platform. Checkr has been a great partner in allowing us to scale efficiently.”

Key Takeaways

Engaging prospective service providers in the on-demand space is not only competitive, but requires both speed and quality controls for all parties involved. Instacart must maintain compliance with many different federal, state, and local ordinances while protecting retail partners and achieving aggressive growth goals. With Checkr in place, Instacart has been able to achieve scale without compromising the integrity of their background check process. Ready to change your background check vendor? It may not be as easy as a snap of the finger but Checkr can help deliver a compliant process that supports your ability to scale at every stage.