



The Gig Economy Can Also Satisfy Your Late-Night Cravings

Insights

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Late one night, you request a Lyft ride home, but at the same time, you suddenly develop a craving for a delicious Crunchwrap Supreme. What do you do? Fret not: [Lyft is testing a new ride-sharing experience](#) that is certain to remedy your midnight munchies. Recently, Taco Bell teamed up with the ride-sharing company to offer passengers rides incorporating a pit stop to a Taco Bell drive-through between 9 p.m. and 2 a.m.

Lyft explained that this new service is entirely optional for both Lyft drivers and users. This in-app option – which appears as “Taco Mode” – was rolled out in Orange County, California from July 27 to 29 and again from August 3 to 5. Taco Mode gives riders an opportunity to request this optional service, which includes a custom in-car menu, free Doritos Locos tacos, and a ride in a festive, tricked-out, taco-themed vehicle. A concept reminiscent of inverse delivery where instead of the food being delivered to you, you are delivered to the food.

Gig economy partnerships like these continue to thrive as traditional industries realize that the gig economy is a way to stay relevant to the Millennial consumer in our fast-paced technology world. This Taco Bell partnership joins a list of several other gig economy partnerships.

- UberEATS recently launched a partnership with McDonalds in June 2017 offering a “McDelivery” service.
- Airbnb and American Express collaborated, granting benefits – including loyalty points – to members and participants (i.e., streamlined sign-in features, verification, and checkout).
- Airbnb also partnered with Delta Airlines offering Airbnb customers three miles for every dollar spent when they book with Airbnb worldwide. Additionally, new Airbnb guests qualify for up to 2,000 bonus miles on their initial qualifying stay.
- Uber and Hershey joined forces in Mexico, for a brief test market, offering riders an option to send Hershey’s Kisses to loved ones for free leading to over 100,000 orders in a single day.

Needless to say, the gig economy continues to develop platforms to offer new levels of convenience. Convenience that further transforms the customer experience. Taco Bell and Lyft plan to add additional markets by the end of the year, with an estimated nationwide rollout in 2018.