

MODULE NAME: DIGITAL SKILLS AND RESEARCH METHODS

MODULE No: BMSW 4003_LON

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GROUP PRESENTATION

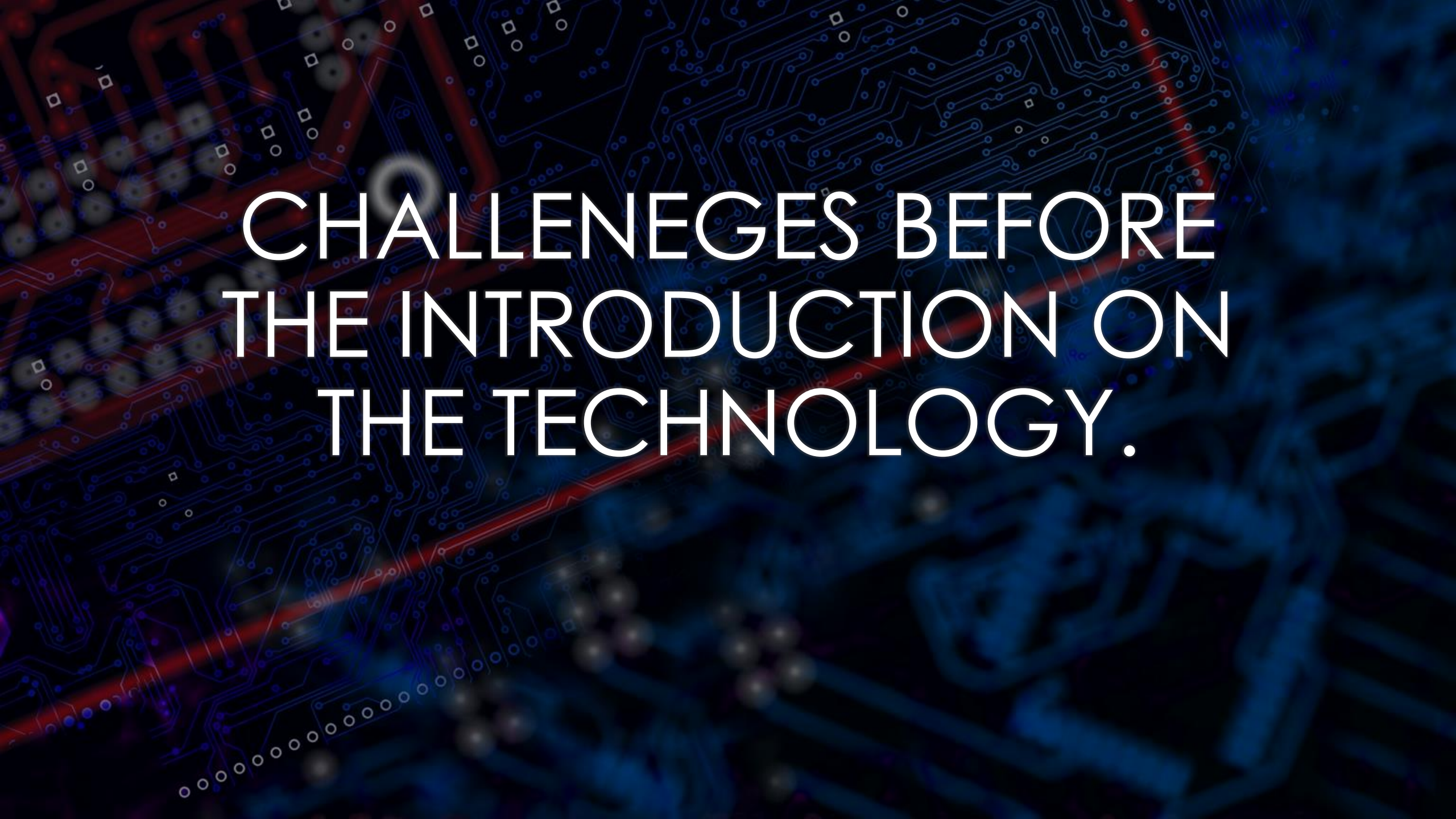
Modern
technology of
KFC

BACKGROUND OF KFC

- IN 1964, SANDERS SOLD KFC TO J. BROWN AND J. MASSEY FOR US\$2 MILLION.
- WHILE SELLING SANDERS MADE AN AGREEMENT FOR HIS LIFETIME SALARY.
- HE WILL BE THE COMPANY'S QUALITY CONTROLLER AND TRADEMARK.
- IN 2020, KFC HAS WORTH VALUE OF US\$17 MILLION.
- IN 1994, KFC HAS 5149 OUTLETS IN USA AND 9407 OVERALL WITH 100000 EMPOLYEES.
- IN 2022, KFC HAS MORE THAN 900 OUTLETS IN UK.

- IN 2006, GREENPEACE ACCUSED KFC EUROPE OF SOURCING THE SOYA BEAN FOR ITS CHICKEN FEED FROM CARGILL.
- WHICH WAS OBTAINED FROM AMAZON RAINFOREST.
- IN 2017, KFC WAS FINED £950000 BECAUSE TWO WORKERS BOILED HOT GRAVY.
- KFC DO MANY CHICKEN PRODUCTS LIKE CHICKEN WINGS, FRIES, CHICKEN PIECES, DIFFERENT WRAPS, TWISTERS, CHICKEN FILLETS, MASH POTATO, GRAVY, SWEET CORN AND DIFFERENT TYPES OF DRINKS.
- IN SOME EASTERN EUROPEAN LOCATIONS AND IN PORTUGAL, BEER IS OFFERED IN ADDITION TO DRINKS





CHALLENGES BEFORE
THE INTRODUCTION ON
THE TECHNOLOGY.



HOW WAS SEEN BEFORE

- KFC HAD A ROUGH EXISTENCE PRIOR TO THE EMERGENCE OF DELIVERY APPLICATIONS SUCH AS UBER EATS OR DELIVEROO. THEY WERE RECOGNIZED AS A FOOD CHAIN, AND EVERYONE VISITED THE FAST-FOOD RESTAURANT AT LEAST ONCE. PREVIOUSLY, KFC WAS REGARDED AS A GHOST FAST FOOD RESTAURANT SINCE IT DID NOT PROVIDE ANY KIND OF DELIVERY SERVICE, NOT EVEN A PRIVATE ONE. THEY WERE CONCENTRATING ON FULFILMENT AND DINE-IN CLIENTS.



WHAT WERE THE CHALLENGES?

- **ACCESSIBILITY:** PREVIOUSLY, IF YOU WANTED TO EAT AT KFC, YOU HAD TO ABANDON EVERYTHING AND INTERRUPT YOUR WORK SCHEDULE.
- **CONVENIENCE:** IT WASN'T CONVENIENT FOR EVERYONE TO DINE AT THE RESTAURANT; EVEN TRANSPORTATION TO KFC MAY HAVE BEEN TOO LONG OR TOO EXPENSIVE.
- **SPEED:** ON-DEMAND MEAL DELIVERY SERVICES TYPICALLY TAKE ROUGHLY 30 MINUTES TO COMPLETE AN ORDER. PREVIOUSLY, INCLUDING TRANSPORTATION TO AND FROM THE RESTAURANT, OR EVEN EATING IN, MIGHT HAVE TAKEN LONGER THAN REQUIRED.



COVID TIMES WITHOUT DELIVERY APPS

- CONSIDER THE PREVIOUS TWO OR THREE YEARS, WHEN WE COULDN'T EVEN DINE IN SOME RESTAURANTS OR LEAVE THE HOUSE DUE TO THE PANDEMIC, AND YOU CAN SEE HOW SIGNIFICANT THE ADVENT OF THIS TECHNOLOGY FOR KFC WAS. WITHOUT DELIVERY APPLICATIONS, KFC WOULD HAVE FACED MAJOR ISSUES, PARTICULARLY FINANCIALLY, BECAUSE THERE ARE NO WAYS TO EXIST AS A RESTAURANT OR EVEN AS A LARGE FOOD CHAIN LIKE KFC WITHOUT CONSUMERS.

INSIGHTS OF THE TEHNOLOGY FOR KFC



INSIGHTS (KFC)

- KFC IS LAUNCHING THE FIRST PROTOTYPE OF A TOUCHLESS CONTROL KIOSK - WHICH DOES NOT REQUIRE TOUCHING THE SCREEN. THIS IS A GLOBAL NOVELTY FOR THE BRAND AND WILL BE AVAILABLE FOR TESTING IN THE DRIVE-THRU RESTAURANT, SUN PLAZA. THUS, IN ORDER TO RECEIVE ITS CONSUMERS IN RESTAURANTS IN THE SAFEST CONDITIONS, KFC AIMS TO OFFER THEM THE OPPORTUNITY TO BENEFIT FROM A 100% TOUCHLESS EXPERIENCE, WHEN PAYING BY BANK CARD. THE NEW PROTOTYPE USES A SYSTEM OF CAMERAS AND DEPTH SENSORS THAT TRACK THE MOVEMENT OF THE HAND ABOVE THE SCREEN AND DETECT ITS PRECISE POSITION, AS WELL AS THE AREA TO WHICH IT POINTS. THIS WAY, CUSTOMERS CAN EASILY SELECT THEIR DESIRED PRODUCTS WITHOUT PHYSICALLY INTERACTING WITH THE KIOSK. THE CAMERAS DO NOT RETAIN VIDEO INFORMATION ABOUT CUSTOMERS AFTER ORDERING.

FOLLOWING THE END OF THE TESTING PERIOD, CONSIDERING THE FEEDBACK RECEIVED FROM CUSTOMERS WHO WILL INTERACT WITH THE NEW TOUCHLESS KIOSK, THE COMPANY WILL ANALYZE THE POTENTIAL FOR NATIONWIDE EXPANSION, IMPROVING EXISTING SYSTEMS IN KFC ,AT THE SAME TIME WITH THE NEW TECHNOLOGY IT WAS INTRODUCED TO INCREASE PRODUCTION AND KFC DELIVERY TO MAKE EVERYTHING FASTER AND SIMPLER FOR CUSTOMERS, SO THEY INCREASED, AND REVENUES AND PRODUCTION EXPANDED.

IN CONCLUSION IN THE YEAR 2020
CONSIDERING THAT THE WHOLE GLOBE
SUFFERED FROM A COVID 19 DRAMA,
SO THE CUSTOMERS WERE ABLE TO
BENEFIT FROM THE KFC ONLINE
SERVICES AND THE OBTAINING TO
ENJOY THE ORDERS AT HOME.



THE IMPACT OF THE TECHNOLOGY INTRODUCED IN KFC

ROLE OF TECHNOLOGY IN ORGANIZATION

- According to Al-Zoubi (2018), technology has today being responsible for causing disruption which has led businesses achieve new dimension and dynamics



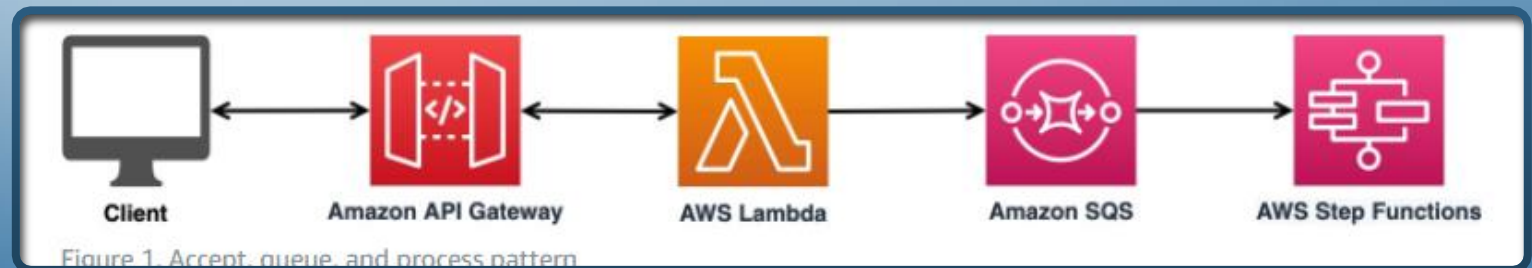
KFC AND TECHNOLOGY



- Behind the success of KFC, the technology can be stated to be one of the integral part that has led to achieve milestones.
- Fully integrated aggregator delivery
- Collect service via the front counter or drive-thru
- Improved loyalty system
- In-store kiosk integrations
- Centralized menu service

CONTD.

- KFC has partnered with AWS so that the applications can be integrated and implement a serverless infrastructure (aws.amazon, 2021).
- The company has started with the procedure of accepting, queueing and processing with Amazon SQS and AWS so that the functions can be more structured and improved



IMPACT OF TECHNOLOGY ON THE ORGANIZATION



- With the integration of technology, it has been estimated that KFC has likewise crossed around 22,000 restaurants with it.

Lessons drawn from the
study

CONCLUSION

IMPORTANCE OF FOOD DELIVERY APPS

- **Better choice:** Customers ordering from KFC might have a greater option by using these delivery applications, which allow them to browse at different KFC locations and examine the whole menu from the comfort of their own homes.
- **Better revenue:** During this time era, KFC had over a hundred thousand consumers in the UK just through delivery apps, which increased revenue with significant profits.

CONCLUSION

- For KFC, delivery applications have had the greatest impact on marginal profits from the firm's inception through the expansion of the whole franchise, making consumers and the company pleased. Everything became more simpler, and most importantly, we went through the extraordinarily tough situation of COVID-19, defending ourselves while the firm continued to operate, thus this measure had the strongest and best influence on the development of KFC.

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