



Digital skills and research methods

Moodle code - BMSW4003

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# Advantage of digital technology

| Name                     | Id      | Topic                                                                                               |
|--------------------------|---------|-----------------------------------------------------------------------------------------------------|
| Abdus Salam Jabedur Rouf | 2115534 | 1) Background of the organisation<br>2) The challenges before the introduction of modern technology |
| Jilin Rashid Quadi       | 2114955 | 3) Insights to the modern technology introduced<br>4) The impact of the technology introduced       |
| Rozalinda Kasperowicz    | 2115658 | 5) Lessons that can be drawn from the case study                                                    |

# Table of content

Page

|    |                                                               |
|----|---------------------------------------------------------------|
| 4  | Introduction                                                  |
| 7  | Background of the organisation                                |
| 10 | The challenge(s) before the introduction of modern technology |
| 12 | Insights to the modern technology introduced                  |
| 15 | The impact of the technology introduced ( Positive impact )   |
| 16 | The impact of the technology introduced ( Negative impact )   |
| 17 | Lessons that can be drawn from the case study                 |
| 18 | Conclusion                                                    |
| 20 | References                                                    |

# Introduction

McDonalds is a American fast food company and biggest restaurant chain in the world,  
(Chicago Tribune. Retrieved, 2017).

In 2020, McDonald's restaurant ltd became 9<sup>th</sup> highest brand name in the world,  
(Magazine, BrandZ 2020).

# McDonald's Restaurant Ltd – Kiosk system



Previously fast food producing system was in McDonalds, called grill direct.

Now using modern technology, company introduced EOTF (Experience of the Future) from 2015 and out of this system a very effective system called KIOSK, a self service system where customers come and place order by themselves, order goes to kitchen directly, then food made and served by staffs.

# Background of the organisation

- Two brothers Richard and Maurice McDonald opened 1st McDonalds restaurant in California in 1940,  
(Dotz, Warren, Morton, Jim, 1996).

# McDonald's journey began from here



(McDonald's, 2016).

# Franchise

- The company turned into a franchise, with the Golden Arches logo which introduced in 1953,  
(McDonald's Opens New Global Headquarters in Chicago's West Loop", 2018).
- McDonalds restaurant ltd widely became franchised on April 1955 under businessman Ray Kroc,  
(Ray Kroc". *Entrepreneur*. October 9, 2008).
- Now company have over 38000 stores worldwide in more than 100 countries, (Chicago Tribune. Retrieved, 2017).

# The challenge(s) before the introduction of modern technology

- Customer experience and satisfaction
- Waiting time
- Limitation of number of order taken in same time
- The amount of cash handled on-site
- Too many employee and their salary
- Quality of food and overhold products

(The Restaurant & Takeaway Innovation Expo, 2016).



Insights to the modern  
technology introduced

It's a machine to machine technology

Data input syncs throughout all kiosk  
system.



Monitor – where customers place order.

Central Processing Unit ( CPU )

Mother board (which connects whole system together )

Card Payment

Receipt printer

This point connected to kitchen monitor

# How Kiosk works

Digital ordering via McDonalds App

Self Ordering system which connected to service area and kitchen

Digital menu board

Data collecting about customers choice

Food suggestion to customers

(Ann-Marie, A. 2019)

# The impact of the technology introduced

## Positive impact

- It makes getting food faster
- Reduced waiting time (no queues)
- More accurate orders (they can see what they are ordering)
- Less staff needed for the business
- Reduced business costs

(TouchBistro, 2021)

# The impact of the technology introduced

## Negative impact

- Loss of loyal customers due to less interaction between people
- Peoples lose their jobs
- High upfront cost (high cost of kiosks themselves)
- Kiosks can be confusing to a lot of people

(Bomee Lafitte, 2021)

# Lessons that can be drawn from the case study

- How they transitioned into the modern world and used modern technology.
- How they have grown a high number of restaurants across the world with modern facilities and giving experiences for the future.
- We can see how it was and how they have grown from a small-scale business to the biggest fast-food brand and became our famous restaurant.

# Conclusion

To summarise, we have understood that there are new technology which makes a business run more efficiently and can bring change into our life.

We have discussed things such as: lower waiting time, increase in average order value, lower staff costs and increased order accuracy, all of which has highly benefited McDonald's from the use of modern technology.

Thank you.

Questions?

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