



DIGITAL SKILLS AND RESEARCH METHODS BMSW 4003 – TERM 1

Terry Walcott



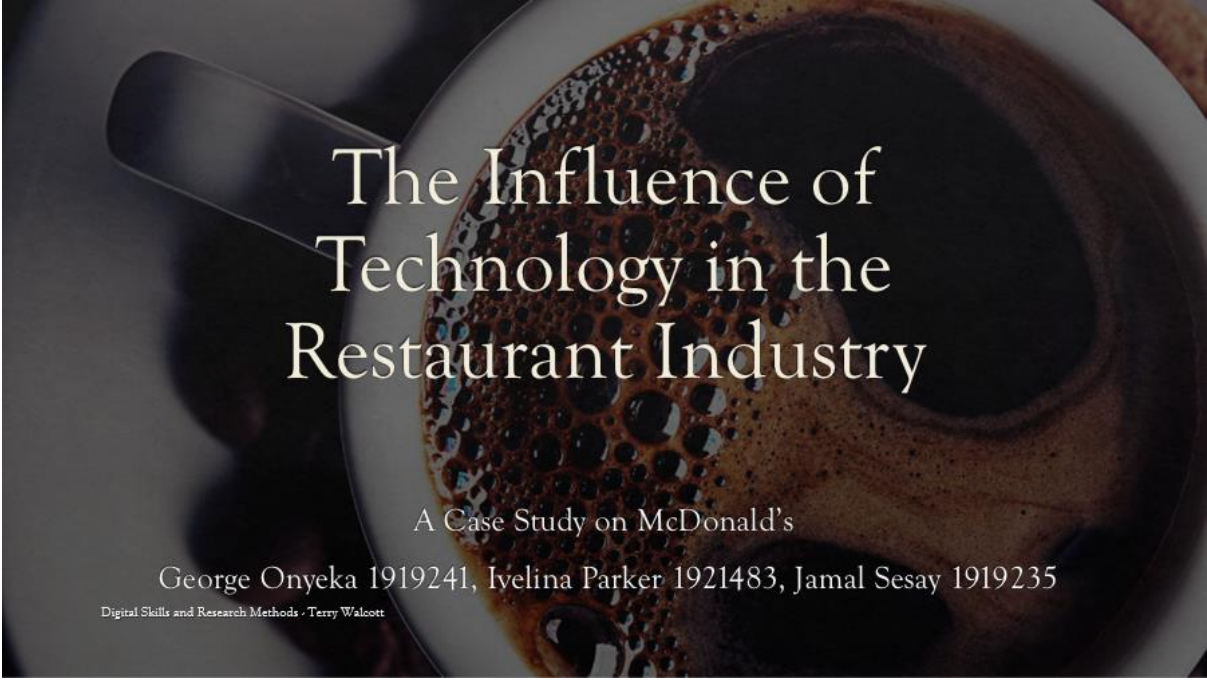
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The Influence of Technology in the Restaurant Industry

A Case Study on McDonald's

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A Brief History of McDonald's

- ❖ Started up in the 1940's as just an ordinary hamburger stand, McDonald's has expanded to the well known fast-food giant and that is not without the help of technology.
- ❖ Founded by two brothers: Maurice ("Mac") and Richard McDonald.
- ❖ Located in 38,695 places by 2019



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Positive Impacts of Technology

- ❖ The continuing technological innovations helped McDonald's productivity improve and made the work process to become less complicated, which invariably yielded the desired result of much growth and expansion worldwide.



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Technological Implementation Through The Years

- ❖ Heavily investing in technological innovations such as self-order kiosks in 1999, mobile app in 2017 and AI Apprente for drive-throughs in 2019, has paid off



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Satisfying Customers' Demands

- ❖ Customers have access to food in a less stressful way
- ❖ It's more convenient and flexible



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Benefits Gained From Using Automation

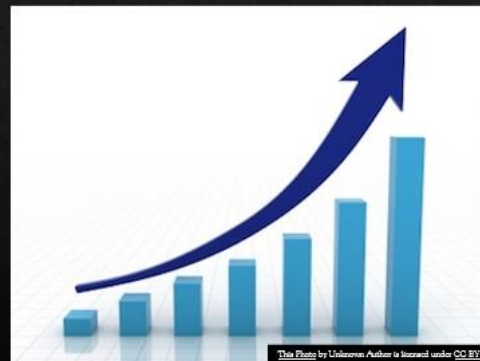
Job automation reduces errors and increases productivity tremendously



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Focus Concentrated on Sales

- ❖ McDonald's has been mainly focused on automation, revenue growth and attracting new customers when it comes to investing in technology



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Decrease in Demand For Customer Service Representatives

- ❖ Advancements in technology and automation are putting cashiers' jobs at jeopardy by replacing them with screens but its advantages outweigh the attendant disadvantages.



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Advertisements/Publicity

- ❖ Discounts
- ❖ Social/Print Media/ TV advertising



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Online Ordering of Food

- ◆ Third-party delivery companies eg Uber Eats, Deliveroo, etc



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Digital Inventory

- ◆ Time-Saving
- ◆ Reduces Waste



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Receipt Printers

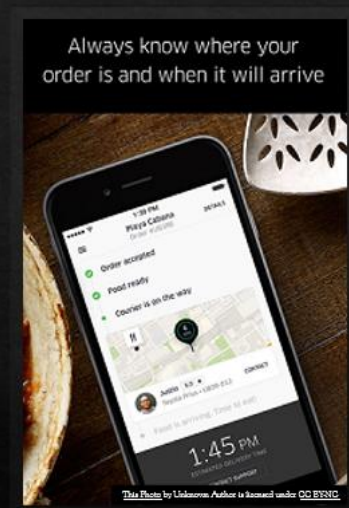
- ◇ POS systems
- ◇ Reduces human error
- ◇ Reduces fraud



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Delivery-Tracking

Regular updates
Accurate time estimates



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Voice Ordering Technology

- ◆ Efficiency
- ◆ Enhancing accurate ordering at drive-throughs
- ◆ Saves time



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To Conclude



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- ◆ Greater Efficiency
- ◆ Increased Productivity



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- ◆ Customer independence
- ◆ Reduced waiting times
- ◆ Reduced social interactions



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◆ Economic growth



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Speaker Notes

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Ivelina Parker

This presentation is about the impact of technology innovations on McDonald's restaurants.

Started up in the 1940 as just an ordinary hamburger stand, McDonald's has expanded to the well known fast food giant and that is not without the help of technology.

The continuing technological innovations help McDonald's productivity improve, the work process becomes less complicated, finalised and to produce the desired result.

Heavily investing in technology innovations such as self-order kiosks in 1999, mobile app in 2017 and AI Apprente for drive-throughs in 2019, has paid off.

Customers have access to food in less stressful ways it's more convenient and flexible.

Job automation reduces errors and increases productivity tremendously.

McDonald's have been mainly focused on automation, revenue growth and attracting new customers when it comes to investing in technology.

Advancements in technology and automation are putting many jobs at jeopardy by replacing them with machines.

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George Onyeka

They offer discounts to customers; these discounts are typically advertised on social media and print media. Email chains make it easier to entice returning customers with new deals. This means, they are able to keep customers while also attracting new ones. Coupons and vouchers for discounted deals and advertised in newspapers.

Ordering food online is now essential to the restaurant business and McDonald's Restaurants are in this league of restaurants. The delivery of online orders is facilitated in conjunction with organisations such as, Uber Eats and Deliveroo etc. Being able to have meals ordered online, and this is a very attractive prospect for customers and led to increased patronage.

Electronic inventory system is now the order of the day. With a little mobile device staff are able to do their inventory and this helps in saving time, improves efficiency of the restaurant and reduces wastage.

McDonald's makes use of electronic machines in its business worldwide, such as digital receipts, Receipt Printers, Kitchen Printer, Cash Drawers; modern cash drawers are linked with the POS system in such a way that all transactions are recorded, this helps in keeping proper accounting and reducing human error and incidents of fraud.

Delivery tracking devices are used for tracking food delivery and it helps in keeping both the restaurant and the customer updated with the food in transit. This device has helped in reducing the incidents of delivery riders tampering with the food on the way.

McDonald's is going ahead to introduce a voice-based technology later this year and the aim is to become more time efficient and to add better efficiency to its ordering process by enhancing accurate ordering at their drive-thru outlets.

Jamal Sesay

To summarise, technology in restaurants can be very efficient as there is more productivity with customers (people who place their orders from tech enabled tables spend 12% more than customers from normal tables).

It also provides the opportunity for customer independence and less waiting time. However, there are a few disadvantages showing technology to be a downside as it removes social connections and may not be the preferred way for every customer. Overall, it has proved to be a progressive move into a modernised future.

The conclusion of this material speaks about the technology that contributes to the collaboration of the daily activities of this development project to use it for the benefit of the company and economic growth at all levels, starting from its development helped by the technology in combination with various services for example self service ordering of food in McDonald's and drive through hitting of food which had improved the impact of technology.

As a summary, it can be simply said that managers at McDonald's are aware of importance of technology that put them one step ahead in industry. Throughout years, so many results of innovation has been adopted that we already widely mentioned in this essay.