

Digital Skills and Research Method

BMWS4003 Group 8 Term 1 Assessment

Group Profile

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Title: *Analyse how organisation uses modern technologies to improve efficiency - A Case Study of McDonald's Restaurant*

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Background of McDonald's Restaurant

- McDonald's Restaurant is known to be the American fast food restaurant and hamburger restaurant chain.
- Each day McDonald's Restaurants deals with 69 million people.
- With the help of Amazon Web services (AWS), McDonald's transforms its business into a digital technology-based company.
- After the technological innovation, they stepped out from a bar-b-que restaurant to a fast-food restaurant.

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- McDonald's prefers its customers to be their core value.
- Their strengths and their core value for their customers are making them exist.
- McDonald's maintains high standards of honesty, integrity and fairness in their business process.
- Though along with the strengths they were having several weaknesses as well.



Challenges faced by McDonald's' before the introduction of modern technology



Before getting the essence of digital technologies, McDonald's' has to face several problems.



Before introducing the self-service kiosks, they have to entertain the layoffs of employees and are having repeated changes in their employees.



When they are inducing the beef in the burgers they are taking some time to prepare their meal.



Thus it is hampering the efficiency of the restaurants.



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McDonald's' was previously not engaged in digital platforms.



It is wasting their time as the customers have to walk to their outlets and shops to make the order.



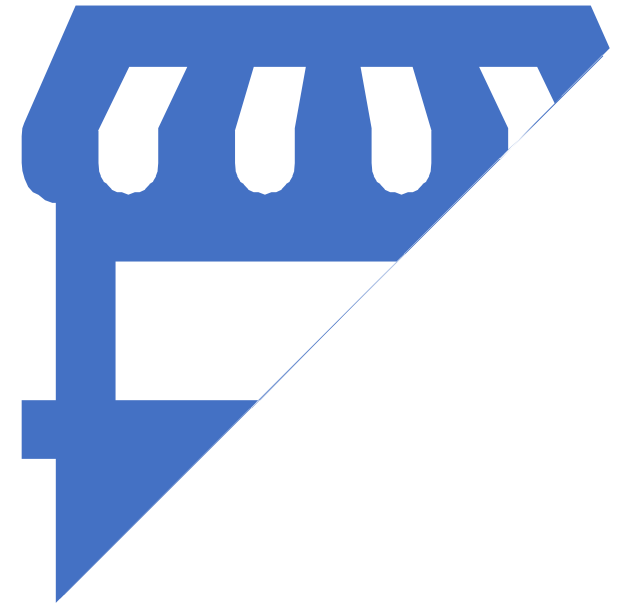
The customers are unable to see their variety of products and their prices. It is making it



difficult for customers to get their products efficiently.

Insights to the modern technology introduced

- Building block in modern technology platforms are: Personalisation, Strategic acquisition and Agile operation
- The Digital menu board contributes to easier communication with customers.
- Kiosks add to the dining experience of diners. Self-services kiosks save queues in a restaurant and thus it is time-saving.
- Drive through ordering technology using Amazon-like displays – recognise your order, time of the day and traffic
- The introduction of mobile order facility in McDonald's restaurant benefits both the sales growth and adds to the experience of its consumers.
- The delivery facility helps the restaurant to reach broad target customers.



Contd...

- McDonald's' has introduced innovation in their meals as well.
- As for the kids, they have made Happy Meals where they have free toys that made out an evolution.
- The toy involves the mechanical moving parts which attract the children to their Happy Meal.
- McDonald's' has incorporated digital games as well.

Contd...

- The technology helped McDonald's' to maintain its competitive edge.
- The employees working in McDonald's' gear up their process of making the goods.
- McDonald's has started its piloting in Amazon Elastic
- Kubernetes Service.
- Started to using –voice ordering technology- Artificial Intelligence (AI) in the US – Apperente
- Engaged Celebrity – Justine Timberlake- “I’m loving it” promotion

The impact of the technology introduced



The fact that the digital menu-board can be updated across all the branches of McDonald's within a few minutes has helped the first food chain immensely (Ritzer and Miles, 2019).



At present, most of the stores of McDonald's have kiosks. This saves time, enhances the accuracy of order, and does not burden the employees of the company.

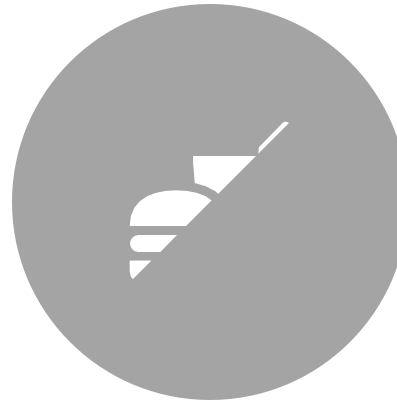


The introduction of mobile order and delivery facility has helped McDonald's to reach the indoors of homes within a few minutes. This has contributed to the sales growth of the company.

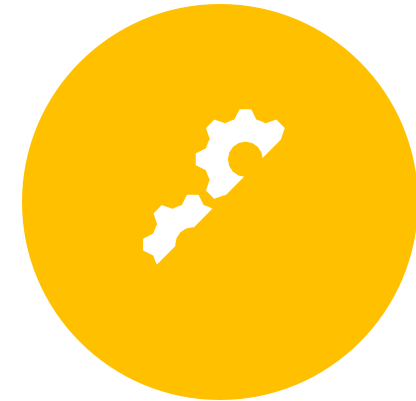
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THE USE OF MODERN TECHNOLOGY IN THE STORES DRAW THE CONSUMERS BELONGING TO GENERATION-Z.



THE TECHNOLOGY HAS HELPED THE MARKETING AND PROMOTIONAL FRAMEWORK OF MCDONALD'S.



THE USE OF TECHNOLOGY IN PRODUCTION HAS INCREASED EFFICIENCY.

Contd...



The use of technology has enhanced sales growth.



It has increased the profit margin of McDonald's.



It has enhanced customer satisfaction.

The lessons that can be drawn from the case study

Earlier, McDonald was encountering problems in drawing Gen-Z customer base.

Traditional advertising and promotions could not reach the targeted customer segment.

The company was encountering difficulty in communication about their product line with customers.

Contd...

The use of advanced technology has given the company a competitive advantage.

Technology has enhanced the efficiency of its employees and

It has raised brand awareness and brand value of the company.

Contd...



The use of technology has significantly reduced operational costs.



The management of stores has become easier through the use of advanced technology.



The food items and the menu have improved significantly.

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