



MODULE: DIGITAL SKILLS AND RESEARCH METHODS
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LECTURER: BALENDRAN KANDASEMY
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IMPACT OF TECHNOLOGY AT KFC RESTAURANTS

STUDENT: ILIE FLORIN SCHIAU (2017913)

MADALINA DUMITRACHE (1921266)

RALUCA GOGA (2019788)

OANA GABRIELA CIRSTEA (1921649)

THE USE OF CONTEMPORARY TECHNOLOGIES TO IMPROVE WORKPLACE EFFICIENCY AND EMPLOYABILITY

Background of KFC;

Challenge before the introduction of modern technology;

Insight to the modern technology introduced;

The impact of the technology introduced;

Lessons that can be drawn from the case study;

BACKGROUND OF KFC (KENTUCKY FRIED CHICKEN)

- KFC was founded by Colonel Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky.
- Sanders identified the potential of restaurant franchising, and the first "Kentucky Fried Chicken" franchise opened in Salt Lake City, Utah, in 1952.
- Branding himself "Colonel Sanders", the founder became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. The company's rapid expansion made it too large for Sanders to manage, so in 1964 he sold the company to a group of investors led by [John Y. Brown, Jr.](#) and [Jack C. Massey](#).



- KFC HAD BECOME THE SIXTH LARGEST RESTAURANT CHAIN IN THE US BY SALES VOLUME BY 1967, AND 30 PERCENT OF SALES WERE TAKE-OUT. BROWN FELT THAT THE COMPANY HAD TO EXPAND QUICKLY, OR ELSE EMERGING RIVALS SUCH AS CHURCH'S CHICKEN WOULD STEAL THE COMPANY'S LEAD; 863 OUTLETS WERE OPENED IN 1968.
- AT THE MOMENT, KFC IS LOCATED IN MORE THAN 19420 LOCATIONS. WHEN IT WAS STARTED, IT ONLY

The Story of Colonel Sanders



• By age 5, his father died leaving Sanders to cook and care for his siblings.
 • By 16 he quit school and left home to go work as a farmhand. At 18, he faked his age to enlist in the United States army. After being honorably discharged a year later, he got hired by the railway as a laborer. However, he got fired for fighting with a coworker. While he worked for the railway, he studied law—until he ruined his legal career by getting into another fight.
 • By 17, he had already lost 4 jobs.
 • By 18 he got married and by 19 he had a daughter.
 • By 20, his wife left him and took their baby daughter. Failed to kidnap his own daughter, eventually his wife returned home. Sanders was forced to move back in with his mom and get a job selling life insurance. And guess what? He got fired for insubordination at the age of 25.
 • In 1920, he founded a ferry boat company. Later, he tried cashing in his ferry boat business to create a lamp manufacturing company only to find out that another company already sold a better version of his lamp. Poor guy couldn't catch a break.
 • It wasn't until age 40 that he began selling chicken dishes in a service station. As he began to advertise his food, an argument with a competitor resulted in a deadly shootout. Four years later, he bought a motel which burned to the ground along with his restaurant. Yet this determined man rebuilt and ran a new motel until World War II forced him to close it down.
 • By 65, he retired with \$105 became suicidal and wanted to die. Suddenly, realized there was one thing he could do better than anyone and that was cooking. Used \$87 bought and fried some chicken using his own recipe. His recipe was rejected 1,009 times before anyone accepted it. He went door to door to sell it his neighbors in Kentucky.
 • Sanders' "secret recipe" was coined "Kentucky Fried Chicken", and quickly became a hit. However, the booming restaurant was crippled when an interstate opened nearby so Sanders sold it and pursued his dream of spreading KFC franchises & hiring KFC workers all across the country.
 • After years of failures and misfortunes, Sanders finally hit it big. KFC expanded internationally and he sold the company for two million dollars (\$15.3 million today). Even today, Sanders remains central in KFC's branding and his face still appears in their logo. His goatee, white suit and western string tie continue to symbolize delicious country fried chicken all over the world.
 • Remember at age 65 he was ready to commit suicide. By the age of 88, KFC made him a billionaire. At age 90, Sanders passed away from pneumonia. At that time, there were around 6,000 KFC locations in 48 countries. By 2013, there were an estimated 18,000 KFC locations in 118 countries. WOW.
 • If you're overwhelmed by rejection or discouraged by setbacks, remember the story of Colonel Harland Sanders. Fired from multiple jobs, ruined his legal career, was set back by the Great Depression, fires and World War II, yet still created one of the largest fast food chains in the world. Sanders wouldn't let anything or anyone defeat him. We should all be more like Colonel Sanders.






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CHALLENGE BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

- KFS its a global fast food company and has more than 22 000 restaurants in more than 135 contries and territories across the globe.
- With so many costumers KFC had to implement new technologies to succed in satisfying as many customers as possible.



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- First KFC Drive thru has open in Australia! With a growing number of consumers ordering through online chammels,the goal of the new concept was to develop a more efficient operating model that celebrated this change in consumer behavior
 - KFC want to use technology which facilitate,capture and re-use knowledge, collaboration and knowledge sharing,save time and money at managerial levels.

INSIGHT TO THE MODERN TECHNOLOGY INTRODUCED

- In May 2019, KFC's chief digital officer Ryan Ostrom asked the audience at his talk at the Collision conference in Toronto: „How do we make the brand more easy?“. The question was meant to reveal one of the main objectives of the company.
- Creating the convenient customer experience which we all know would not have been possible without the use of digitalization.



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- KFC slowly made the transition from traditional drive thrus to click-and-collect in store service, well as self-service kiosks.
 - "In France, we've had kiosks for many years and 60% of our front counter transactions go through kiosks and we think that we can have 5000 restaurants on kiosks in the next few years...if you think through the next two years from now as far as kiosks are concerned, we will have more kiosk in our global currency restaurants than Bank of America has ATMs." - KFC CEO Tony Lowings
 - The brand is currently testing entirely automated systems of shopping, with The Touchless Challenge, an ordering system which does not require touch, being a great step in that direction. The prototype, launched in Romania in 2020, works using multiple cameras and sensors that track movements and asses which menu item is being pointed at

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- The click-and-collect service and the self-service kiosks are also backed-up by groundbreaking technologies developed in partnership with QSR Automation. In Ireland and the UK, KFC uses smart kitchen appliances and management technology that exchange data about the stages of the preparation of food, staffing and number of orders. The customers are informed about the waiting time and order status through the platform OrderReady.

THE IMPACT OF THE TECHNOLOGY INTRODUCED

- Technology helped the restaurants to improve timing to cook and serve customers.
- Starting from kitchen technology applied to drive-thru and employees training we can say that technology is definitely changing businesses and is a process in continuous change.
- ConnectSmart Kitchen has become an integral part of our kitchen operations and has helped to ensure in-restaurant and delivery demands are not only achieved but exceeded.
- Unlike many other fast-food restaurants, KFC are adopting the newest technology for workers

- They believe that by improving the environment for employees, customer service may improve too. It's a rather normal move considering how tech-savvy many of the younger workers are. They're more likely to accept and understand new forms of technology in the workplace, such as voice-activated tests for trainees.



LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

- The study and lessons are that, in 21st century we are depending on technology because it's making our life much easier and without big efforts.
- Technology has many benefits, such as improved productivity, efficient communication, facilitation of e-commerce and promotes research and development.

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