

McDonald's Introducing the self-service kiosks

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		Conclusion , References

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Introduction

My team and me will speak about Mcdonald's and the technology self-service kiosks.



(kioskmarketplace.com, 2021)

HISTORY OF THE ORGANISATION THE AMERICAN FAST-FOOD COMPANY

McDonald's was founded in 1940 in California by Richard and Maurice McDonald's. Ray Kroc bought the restaurants from the brothers in 1955 as a hamburger stand at that time. Now McDonald's has a menu with breakfast food, chicken products, wraps, fish, beef, as well as smoothies, desserts and many more.

(McDonald's.com, 2019)



(sutori.com, 2021)

AIM AND OBJECTIVES OF MCDONALD'S

the aim:

- **to serve quality food**
- **to improve the overall productivity**

the objective:

- **to satisfied all the time the customer**
- **quick service**
- **to improve the customer experience with new technology**

(Langert, B. 2019)

SCOPE AND PURPOSES OF MCDONALD'S

The scope:

- to grow in newer regions
- the potentiality of dominating markets
- The purposes:
- to feed and faster communities at Mcdonald's
- faster delivery systems and interactive self-serve kiosk

(Jamil, J. B. 2020)



(diggintravel.com, 2021)

MISSION AND VISION OF MCDONALD'S

- communicate the story of brand
- position the company as leading
- omni-channel restaurant in all markets

(Zainal, N. A. 2020)



(creative-evoke.com, 2021)

CURRENT STATUS AND SERVICES OF MCDONALD'S

- a potential global food service retailer
- variety of products
- using the latest technology
- there are kiosks that helps placing orders
- it is transitioning the kiosks to mobile applications

(Rastegar, N. 2018)



(kioskmarketplace.com, 2021)

ADAPTATIONS CHALLENGES OF KIOSKS

there were several challenges for adaptations of kiosks in mcdonald's. everything comes with a price. one of them will be: kiosks has now changed into a software application, similar with an atm but with much more options, where you can order yourself food.

(Rastegar, N. 2018)



(evoke-creative.com, 2021)

TECHNOLOGICAL CHALLENGES OF KIOSKS

- there are other operational consideration in businesses.
- the initial step is the organizational buy in on on the kiosk's target user.
- Selection of a proper manufacturer is crucial for the manufacturing, design and others.
- tehnnically, right component partners are crucial, for ensuring delivery of high-quality.

(Hwang, T. P. 2018)



(pinterest.com, 2021)

DIGITAL ORDERING KIOSKS BY MCDONALD'S

new options have been involving larger devices of touchscreen in every restaurant of Mcdonald's.

guests can be skipping the queue at the specific counter and take a seat while their food is being prepared and served at the table.

(Zainal, N. A. 2020)



(snopes.com, 2021)

IMPACT OF MODERN TECHNOLOGY MCDONALD'S SELF SERVICE KIOSK

POSITIVE IMPACTS

- food ordering process is more efficient
- the kiosks allows more freedom for customers
- kiosks encourage spending
(financialpost.com, 2021)



(linkedin.com, 2021)

IMPACT OF MODERN TECHNOLOGY MCDONALD'S SELF SERVICE KIOSK

NEGATIVE IMPACTS

- initial investment
- customer preference
- singular method of payment

(qsr magazine.com, 2018)



(inc.com, 2021)

INSIGHTS OF THE MODERN TECHNOLOGY INTRODUCED

TECHNOLOGY DESCRIPTION

- device connected with a server
- run on his own
- wall mounted kiosks
- bouth sides kiosks
- outside mounted

(Owen Hardi, Mcdonald's Manager)



(Constantin Secu, 2021)

COMPONENTS OF THE TECHNOLOGY

- system: windows
- connectivity: wi-fi
- inventory tracking technology
- cpu- the processor of the system

(evoke-creative.com 2021)

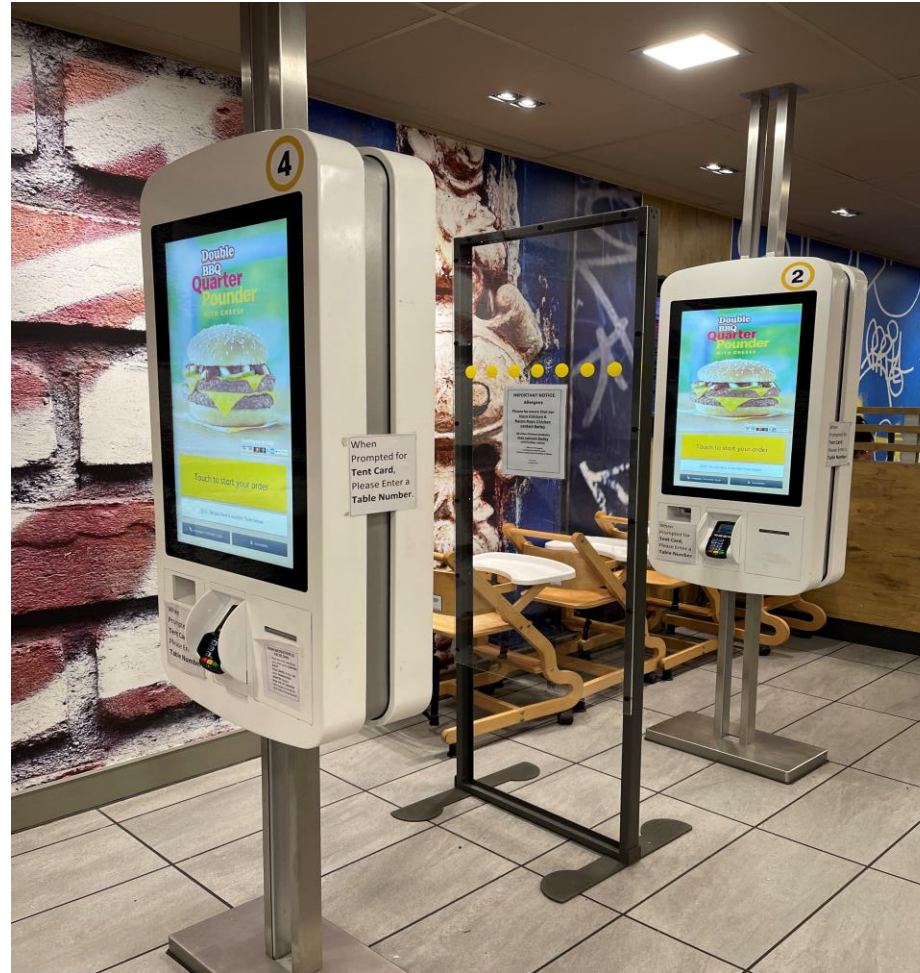


(Constantin Secu, 2021)

HOW THE COMPONENTS WORK TOGETHER

- connection with the bank server
- ethernet (LAN) connection
- every secondary program is running on windows

(Owen Hardi, Mcdonald's Manager)



(Constantin Secu, 2021)

WHAT CAN THE TECHNOLOGY CAN OFFER

- increased the numbers of orders processed
- redeuced the amount of cash handled
- staff are able to do more customer service

(Owen Hardi, Mcdonald's Manager)



(Constantin Secu, 2021)

Difference between traditional and modern technology.

- ▶ Before McDonalds had self-service kiosk people use to wait in line to order which was long and very boring. Everyone knows the worst part about fast food are the lines that make it not-fast. Even worse? Waiting in line forever and then not receiving the order you wanted.
- ▶ To tackle these issues head-on while also remodeling their overall look, McDonald's introduced some super snazzy touch-[screen self-service kiosks](#).



Why Modern technology important to Mcdonadals.

- ▶ As fast food restaurants compete on both efficiency and quality of a meal, they believe effective use of technology can ensure that McDonald's **retains its competitive edge in the long term**. Technology is likely to aid the company in the coming years, but effective execution and employee training will also be key.
- ▶ [How Focus On Technology Can Drive Sales For McDonald's \(forbes.com\)](#)
- ▶



Consequences of not using modern technology at Mcdonalds

- ▶ Mcdonald not using Modern Technology would mean the company would lose customer has other fast-food restaurant would be more catering to customers has the service would be faster and effence. Which in terms would mean Mcdonlds has a company would go bankrupt.



Future prospect

- ▶ A turnaround strategy is part OF McDonald's future and ensure it doesn't rest on its arches. It contains three key pillars: retain – keeping current customers; regain – recruiting lost customers; and convert – attracting new customers. Within these there are three key accelerators McDonald's looks to in order to drive growth and stick to its three goals. Each has technology firmly at its. First is 'digital', which is about re-shaping McDonald's interactions with the customer at every touchpoint. Second is 'delivery' and offering it to customers; and lastly is 'experience of the future', which is about elevating the customer experience in the restaurants through technology.
- ▶ [McDonald's turns to tech to build the future of fast food \(marketingweek.com\)](http://marketingweek.com)
- ▶



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conclusion

Q&A