# McDonald’s

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| Goharik Vartanyan | 1906084 | Inside of modern technology |
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# Introduction

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McDonald's is the world's largest chain of quick service restaurant or how we know in modern day Fast Food , feeding tens of customers daily worldwide !
They aims is to serve good quality food in an friendly and relaxing environment, and none the last the bigger toy distribitor on the planet (Barclay Jun 2019)

# Background of the Organization

- 1940 Dick and Mac laid the first brick in what will become one off the most successeful food franchise in the world
- 1950 after WW2 finished US started to come out of recession bringing million cars on road McDonald's came up with new concept " drive trough"
- 1954 Ray Kroc join the company and by end of 50' there where 102 restaurants
- 1960 Ronald McDonald the unique mascot came alive
- 1967 first Restaurant outside US was open in British Coulumbia Canada



# McDonald's

## The challenges before the introduction of modern technology

The need for change was very well described in 1965 by the chairman and chief executive of McDonalds Jim Cantalupo "The world has changed. Our customers have changed. We have to change, too."

Some of the problems and challenges that McDonald faced at the time are :

- Bad marketing
- Lack of flexibility
- Poor management

## Bad Marketing

In the years before modern technology marketing at McDonalds involves

- much greater effort from all the stuff.
- much greater human and material resources.
- and the results were at a much lower level than at present.

The possibility of sending new information , advertising were extremely limited and involved a lot of hard work and dedication from the stuff.

## Lack of flexibility

- customers were queuing to make the order for what they want to buy
- they did not have the flexibility to choose which ingredients they could have on the menu
- did not have the posibility to choose the patty and toppings they want

## Poor Management

Scheduling and time management was a big challenge at the time especially at McDonald's knowing they was allways very buzzy.

- they had to communicate with each worker individual
- was no possibility to do weekly programming according to the individual priorities of each worker
- the employees did not have the possibility to notify staff that they cannot come to work
- nor the employer to find another employee in a timely way to replace the one who cannot come

- staff has no time to take a break due to the impressive number of orders, and the tasks they had to fulfill

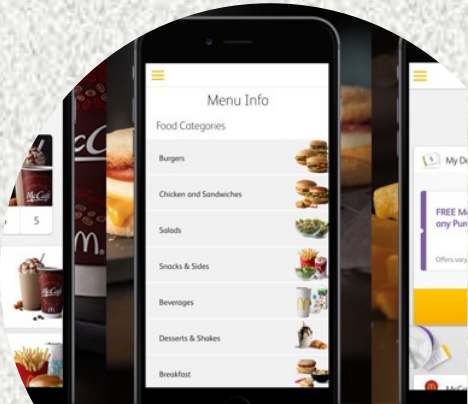
# Insight of Modern Technology

- A long time ago, the concept of fast food dining was considered a breakthrough in the restaurant industry. The idea that food that is ready to eat can be ordered and available to enjoy in a short space of time was considered the future.
- Essentially, technology is enabling customers to receive the fast food even faster, as we can see nowadays such services as:
    1. Drive-through
    2. Mobile ordering
    3. Self-service kiosks
    4. Robots and other high technologies.
- In my presentation I want to discuss the most time consuming elements at the restaurant – ordering and payments.(McDonald's,2018)







# Technical revolution




- Since the late 1990s, McDonald's has attempted to replace employees with electronic kiosks which would perform actions such as taking orders and accepting money.
- In 1999, McDonald's first tested "E-Clerks" in suburban Chicago, Illinois, and Wyoming, Michigan, with the devices being able to save money on  staff and attracting larger purchase amounts than average employees.
- By 2016, McDonald's  electronic kiosks were seen in some restaurants internationally where customers could custom order meals (McDonald, 2019).

# E-kiosk



- E-kiosk is a computer terminal featuring specialized hardware and software that provides access and used for marketing purposes.
- E-kiosk is Touchscreen board, where you can get the menu with information, choosing the product with pointing on a screen and order.
- E-kiosk is accepting bank card and also some of them accept cash.(H. Johnson,2018)

# A Place to refuel and recharge

- McDonald's have partnered with Samsung to supply entertainment for kids while they wait their Happy Meal in restaurants.
- Over 250 McDonald's restaurants feature tablet technology, which was first introduced in June 2014.
- McDonald’s some restaurant now have tablets that children can play on. There are even charging places for your phone.
- The content allows you to access everything you would expect including news feeds, social media and shopping, along with information about McDonald' and some Fantastic games.






# Impact of Modern Technology Introduced

- In this presentation it will be illustrated that impact of technology trials based on McDonald’s innovation strategies.
- Technology is used throughout the company in many ways to help McDonald's perform at a consistently high level. From service tills, to stock control, training, research, administration and office work, business would be a lot more difficult to conduct without the use of computers and the rapid advances being made to improve business throughout all areas.
- This all goes into providing a stress free and efficient service when customers order their meals.



# Impact of Modern Technology Introduced: Positive

- Another impact that the introduction of the modern technology has had is time management.
- The handsets make taking orders, scanning vouchers and taking payments hugely more time effective allowing to provide better service.
- By allowing customers to access the food in a less stressful way.
- By allowing the introduction of table service (customers can decide which part of the restaurant wants to sit)
- By allowing mobile ordering. The ultimate freedom is to allow the customers to order whenever they are and whenever they wants.
- The final impact the handsets had is the ease pf taking orders. The process is more efficient, so you are able to send orders straight away. Everyone can take and send orders at the same time again relating to the earlier point of time efficiency



# Impact of Modern Technology Introduced: Negative

- Heavy dependence on new technology
- Less human interaction e.g. Less communication
- Personal information e.g. card details





# Why did the company wanted to advance the technology?

- According to Gould(2010, pp.780-802) McDonald's wanted to advance in technology that they are using because they want to improve their services from the time for taking orders to paypoints in a quicker and easy way.



# Technology that McDonald’s is using:

- Digital kiosks-According to CNBC(2019) McDonald's started rolling out ordering kiosks at its locations in 2015 an by 2020, most of its 14,000 locations will have kiosks installed. It plans to add the kiosks to 1,000 stores every quarter for the next two years.
- Mobile-ordering applications
- Drive-Thru, 24/7
- EZlink payment over counter and credit card payment for online and phone ordering
- Free Wi-fi connection at all McDonald’s branches

# CONCLUSIONS

- The second half of the twentieth century Mcdonald's was the quicker grown company on the market , maximising they profit and minimizing cost by keeping wages as low as possible and not employing full time workers Mcdonald's become from small San Bernadino corner food shop into first restaurant in 1955 into one of the biggest  food restaurant chain and toy distribitor  in 2019
- They aim is to be the 1st choice on customer menu and to be present in all cities across the Globe leading the food industry in every way possible
- With 420.000 emplyees,36.258 restaurants and 69 millions customers served every day they are the leaders of the food industry in the world

(The Guardian,2015)

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# Q&A

