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McDonald's
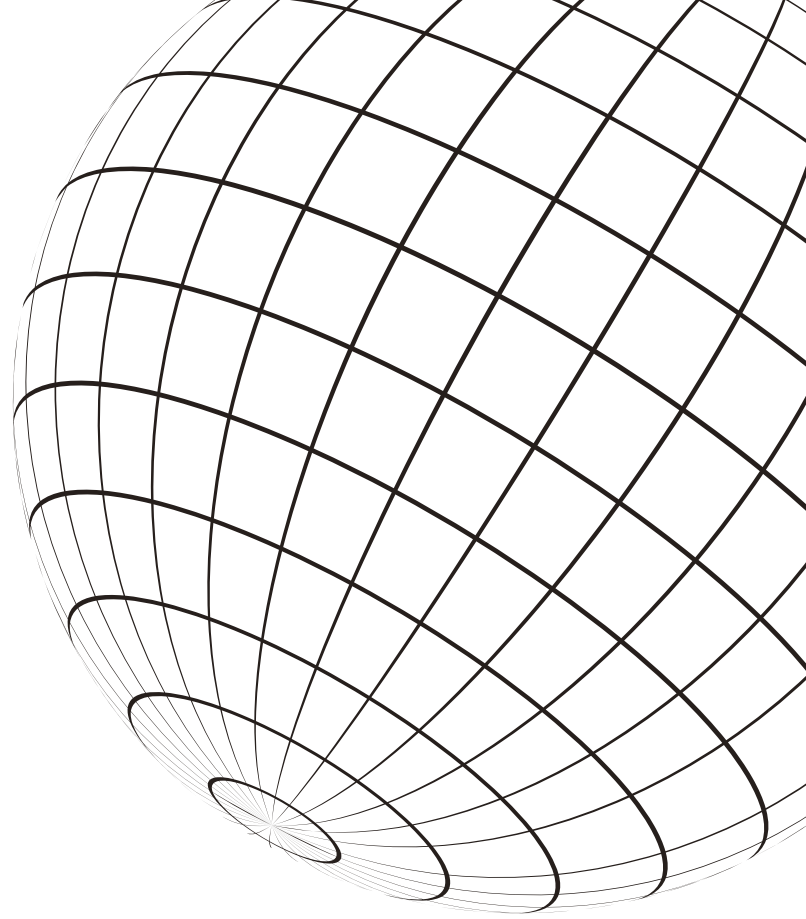## Kiosk Revolution:

Saving Millions and
Transforming the Fast-
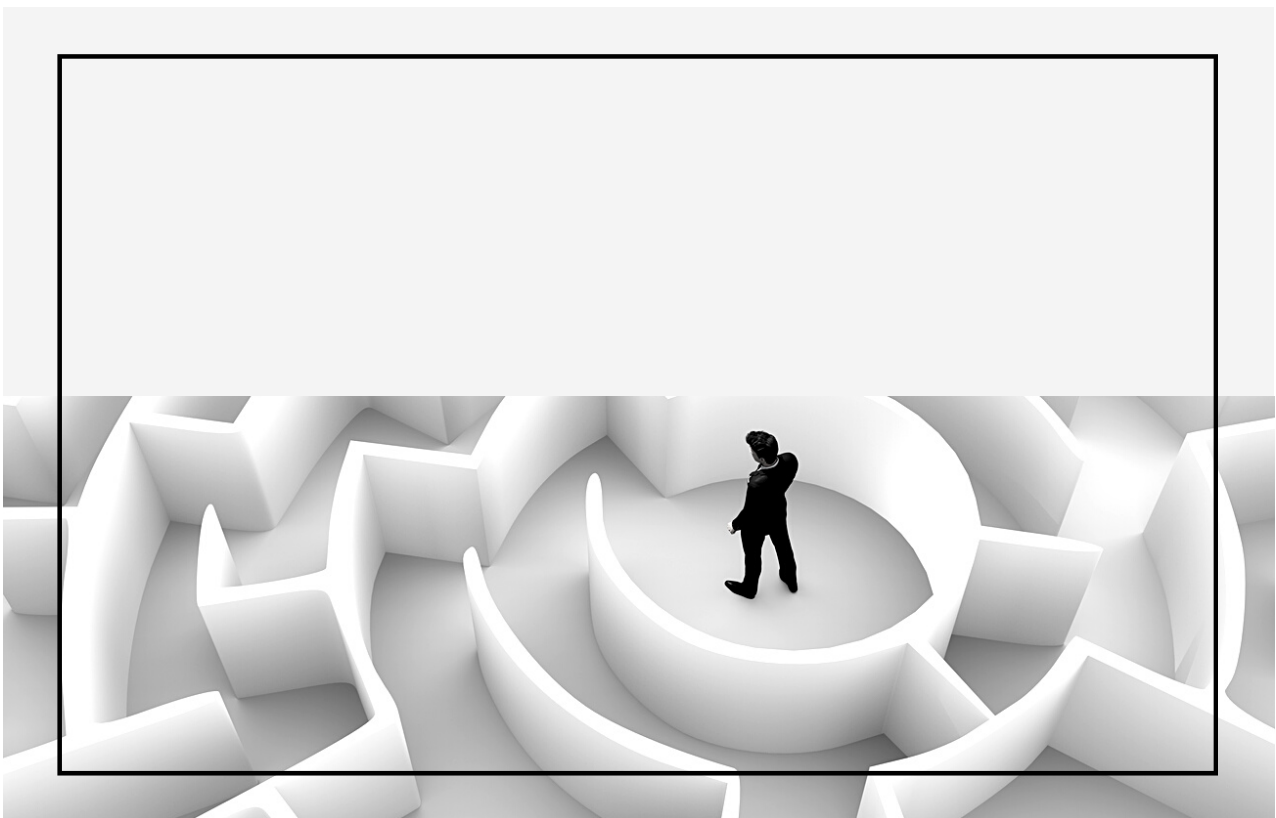Food Experience

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ABOUT THE BRAND:

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McDonald's, the world's most recognized fast-food chain, needs no introduction. Its iconic golden arches span over 39,000 locations in 120 countries, a proof to its status as the undisputed king of burgers and fries. But McDonald's isn't just about greasy delights; it's also a master of adaptation. Throughout its long history, the company has embraced new technologies and changing consumer preferences to stay ahead of the curve.

One of its most successful innovations? Self-ordering kiosks. These user-friendly touchscreens, often dubbed "Yelo Kiosks," have transformed the way customers interact with McDonald's. But how exactly did these digital marvels save millions and revolutionize the fast-food experience? Let's delve into the details:

KEY CHALLENGES:

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- Long lines and wait times: During peak hours, McDonald's faced long lines and frustrated customers due to reliance on traditional cashiers.

- Order errors and missed opportunities: Manual order taking was prone to mistakes and limited upselling and personalization, leading to lost revenue.

- Labor costs: High labor costs, particularly in developed markets, squeezed profit margins.

- Modernizing the brand image: The traditional fast-food experience was seen as outdated and lacked appeal to younger generations.
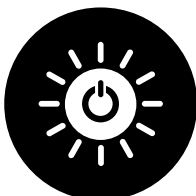
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THE SOLUTION:

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In 2013, McDonald's embarked on a transformative journey with the introduction of self-ordering kiosks. These user-friendly touchscreens, often referred to as "Self Ordering Kiosks" (image below), empowered customers to:

1. BROWSE THE MENU

High-quality visuals showcased menu items enticingly, encouraging exploration and discovery.

2. CUSTOMIZE ORDERS

Customers could add or remove ingredients, tailor their meals to dietary preferences, and experiment with new combinations.
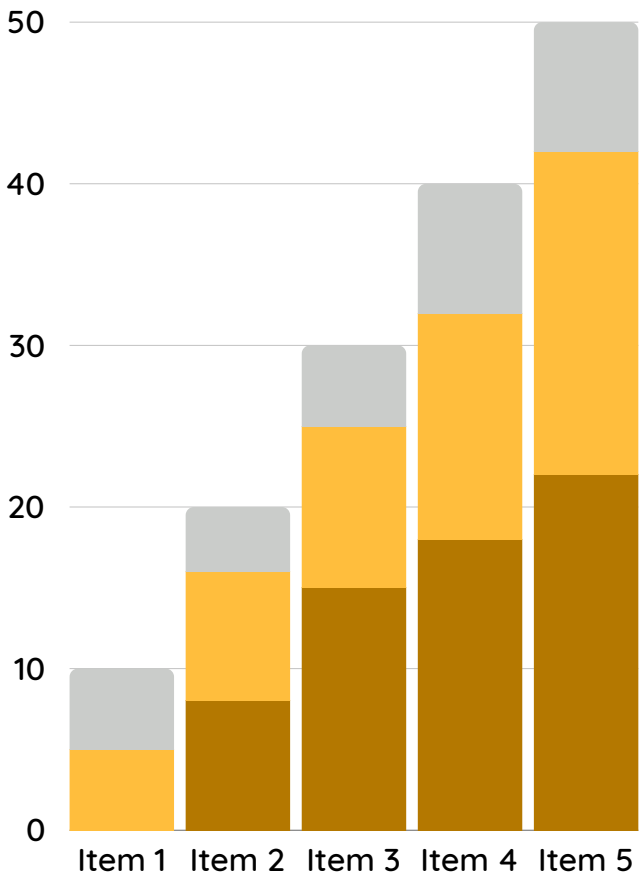
3. PAY ELECTRONICALLY

Convenient payment options like credit cards, mobile wallets, and loyalty programs streamlined the checkout process.

The Results with Numbers:

The impact of the kiosk rollout has been staggering:

- Reduced labor costs by 30-40%: Fewer cashiers were needed, leading to significant payroll savings.
- Increased order accuracy by 95%: Kiosks eliminated human error, ensuring orders were delivered as requested.
- Faster service by 20 seconds per order: Kiosks streamlined the ordering process, reducing wait times and improving customer satisfaction.
- Upselling and personalization boosted average order value by 10-15%: Visually appealing displays and customization options encouraged customers to spend more.
- Improved customer satisfaction scores by 5-10%: Customers appreciated the convenience, speed, and control offered by kiosks.

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HOW MCDONALD'S BENEFITED:

The kiosk revolution wasn't just about cost savings; it transformed McDonald's operations and brand image:

1

ENHANCED EFFICIENCY AND PROFITABILITY:

Streamlined processes and reduced labor costs improved overall profitability.

2

MODERNIZED BRAND IMAGE:

Include a brief description, rationale and intended impact. It helps to keep it concise yet concrete!

3

VALUABLE CUSTOMER DATA:

Kiosks tracked ordering habits and preferences, informing menu development and marketing strategies

4

EMPOWERED EMPLOYEES:

Freed from routine order taking, cashiers could focus on food preparation, customer service, and other tasks, improving employee morale.

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YELO KIOSKS:
The Engine of Transformation:

Take the Next Leap with Yelo's Kiosks. As we gear up to introduce Yelo's kiosks, we're not just adding another service; we're elevating your in-store customer experience to match the ease and convenience of our existing mobile app and website ordering systems.

These kiosks aren't just about in-store ordering; they're about seamlessly integrating the digital and physical aspects of your business. Imagine offering your customers the same ease of ordering they enjoy online, now available directly at your premises.