



The use of the Tablet in the drive-thru decreases queues and speeds attention in McDonald's restaurants

EQUIPMENT WITH FUNCTIONALITY AND SOFTWARE ADAPTED TO THE NEEDS OF THE CUSTOMER REDUCED THE AVERAGE TIME IN THE PROCESS BETWEEN THE ORDER, THE PAYMENT AND THE DELIVERY OF THE PRODUCT TO THE CUSTOMER IN THE RESTAURANTS OF THE GLOBAL BRAND

Situation / Challenge

A bad customer service experience can cause a customer to not return to any establishment. In the same way, an exceptional experience can turn a customer into a faithful and lifelong defender of a brand. McDonald's Brazil knows how fundamental is the speed of attention, coupled with the quality of the products.

Time management is today one of the biggest challenges that this global corporation, reference in restaurants of fast attention, faces with innovation and technology.

inovação e tecnologia. McDonald's has been in Brazil for forty years and is the first fast food brand that arrived in the country. Among the various services offered to customers, the drive-thru (attention without the need to get out of the vehicle) is one of the most important.

And the speed, for McDonalds, is measured in seconds. Any decrease in customer service time, however minor, is rewarded and becomes a benchmark for the restaurant network. To reduce the time of attention in the channel drive-thru of its restaurants and, consequently, to increase the turnover, the affluence of

SUMMARY

Client

McDonald's Brazil

Industry

Food and Restaurant Sector

Challenge

- Streamline customer service at the drive-thru
- Reduce the attention time
- Potentialize the segment [drive-thru]
- Porting the resources of order/payment until then present only in the checkout of the Restaurant

Solution

- Corporate Tablet ET50 Zebra and accessories

Partner in the Implementation

- DigitalWork

Results

- Improvement of customer service at the Restaurant
- Reduction of customer service time for the Restaurant in the drive-thru
- Versatility: the solution presents accessories that can be added according to the customer's needs

customers and the loyalty to the brand, McDonald's implanted, with the help of Zebra, a system of more agile and of total integration between the areas of the Restaurant responsible for the order, preparation, payment (multimedia) and delivery.

Until then, the attention was given through windows and all customers of the drive-thru channel were forced to follow a flow that began with the choice of food, then went through the payment and ended with the withdrawal of the package. What delayed the whole process.

The Zebra solution, offered by the *Corporate Tablet ET50* and accessories, made the attention faster and further enhanced the drive-thru channel..

Solution

McDonald's, after studying the attention process in the drive-thru channel, identified the opportunity to update the process of attention, order registration, payment and delivery using a Zebra solution, which improved the quality and reliability of the service, customer waiting time in the queue and decreased costs. The choice was for the fast, efficient, modular and scalable solution offered by the *Corporate Tablet ET50* and accessories, by Zebra Technologies.

The ET50 is a corporate Tablet that can be customized for practically any job or environment - from assistants at points of sale or high-flow queues to warehouse workers, including salesmen, delivery drivers, field technicians and many others - necessary to meet the needs of the various business segments.



Results

After the implementation of the *Corporate Tablet ET50 Zebra*, McDonald's reduced the waiting time of customers in the queue of drive-thru, which represented the increase in productivity, turnover and brand loyalty. With the solution the assistants happened to go directly to the cars in the tail to write down the orders and process the payments.



Versatility

“ The Corporate Tablet ET50 Zebra offers security, robustness, ease of use, suitable screen size and, mainly, accessories that allow the use in diverse working and operating conditions ”.

(Justino Soares de Moura, sales manager - Zebra)



The Best of the Two Worlds

The *Corporate Tablet ET50 Zebra* presents the best of two worlds: fast learning curve, since the solution has identical interfaces and commands to similar domestic ones, which facilitates the operation by the service or field collaborators; and all the resources and corporate class options necessary to meet the needs of companies: versatility, durability, robust structure, autonomy, long battery life, possibility of choosing their own Operating System. Even if employees pour some liquid on the screen - or even in the rain - the operation is continuous and reliable. Flawless.

The *Corning Gorilla Glass* screen provides resistance to hits and falls.

Versatile Data Capture

In terms of data capture, the *Corporate Tablet ET50 Zebra* is very versatile. Two integrated cameras for capturing images, reading barcodes and video calls; advanced optional verification mechanisms and innovative Bluetooth scanners for easy decoding of intensive barcodes; and three data entry methods that work even if the screen is wet - an active pen or finger, with or without a glove.

LESS TIME

The implantation of the *Corporate Tablet ET50 Zebra* meant the considerable reduction of the waiting time of the customers in the queues of the drive-thru channel of McDonald's.

For more information, visit:

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