



McDonald's Experience of the Future

Services Provided



The Project

What was the problem

As part of their strategy to improve customer experience, McDonald's developed their Experience of the Future concept to implement across their UK estate.

This involved a complete operational platform change to facilitate the shift from counter service to single/dual collection points.

What we did

Since its conception, the Experience of the Future (EotF) project has evolved from an initial focus on streamlining kitchen operations to a full-scale technology overhaul.

It grew and developed, and the project now includes the installation of Digital Menu Boards and other Digital Media installations, Self-Order Kiosks, Secure Tablet Cases for Samsung Tablets, along with Aircharge charging stations, a complete back of house Server Migration at all sites and complete upgrades of their drive thru Call Order Display (COD) units.

Due to our initial success, the pace of the project roll out was increased, our McDonald's Project Team has grown exponentially, in addition to our Field Team, which includes our Engineers, Shopfitters and Cablers, which now stands at over 50. strong. With a team of this size and the vast level of knowledge and expertise, it has enabled Celestra to accommodate McDonald's increased pace and number of technologies being introduced.

How did McDonald's benefit?

All of these changes have revolutionised the QSR experience, and McDonald's customers, are now able to experience quicker service through kiosks and enhanced drive thru's making it easy to place an order and meaning more customers orders can be taken.

Having customer tablets and digital play also means that children can be entertained while they dine at McDonald's, leaving parents to charge there phones and read the latest news, a great rounded family experience. All of these enhancement's means that consumers are more likely to spend more and are more likely to visit the store again as they know they will receive efficient service.

Why McDonald's chose Celestra

McDonald's needed a partner that could coordinate a comprehensive managed service.

From the project Team communicating with McDonald's and the sites directly to organise installation schedules, to the Logistics department ensuring all the processed equipment in the Configuration Centre is sent to the correct sites and the Support Centre managing the maintenance;

We have created our departments to complement each other and the EotF project is a true reflection of how Celestra work and succeed.



McDonald's Experience of the Future

The Technology

Digital Media

There has been the introduction of Digital Media that has completely shifted the way McDonald's communicates its offerings to their customers. This includes Digital Menu Boards that enable real time promotions with visual graphics and notifications for customers on specific menu options. For Celestra, this included site specific installations and cabling infrastructure as each composition was bespoke to the site.



Digital Media



Drive Thru

The final element for McDonald's is their drive thru capabilities. To further enhance and standardise the technology, new Call Order Display (COD) units were installed in their drive thru lanes, which were configured in the Celestra Configuration Centre. For

installation, the CODs were sent directly to site for an overnight installation by the Field Team. Depending on the site specifications, sites could have either one or two CODs. Each were installed with audio visual as well as data and power cabling.



Drive Thru



Kitchen Management Systems



Kiosks

Kitchen Management System

One of the key areas McDonald's sought to improve operations has been in their kitchens. To support this, an updated Kitchen Video System has been designed, bespoke to McDonald's. With a setup of 22" screens across various stations in the kitchens, fully cabled and mounted by the dedicated Celestra Field Team, McDonald's staff are able to streamline their back of house activities.

Kiosks

Self Order Kiosks were introduced as a point of sale in the main restaurants.

For Celestra, this involved configuring each kiosk at the Celestra Configuration Centre and sending directly to the relevant site. Once on site, the Field Team were able to cable appropriately and finalise any configuration needed live on site and complete the installation. This installation was often completed overnight to avoid any disruption to McDonald's customers and enabled important testing before the site went live.

Aircharge

Aircharge was chosen as the most suitable solution for wireless charging with its additional wired options. The installation for this involves cabling, shop fitting and extensive testing to ensure each charging pad is functional.

Tablets

As a result of the expert installation of Samsung Tablets, encased in Secure Tablet Cases, McDonald's customers now have the capability to play games and catch up with current affairs, all whilst enjoying a burger. In addition, McDonald's also saw the need to allow their customers the ability to charge their mobile devices.

Support

Given the public environment and extensive opening hours of McDonald's, it is incredibly important that technologies remain online and in a good condition. As a result, we provide McDonald's with a maintenance services that ensures all installations are continually monitored and guarantees support across their Digital Media and Tablets.



Tablets



Infrastructure

Servers

Throughout the progress of EotF, sites have been subject to complete server migrations. This has been designed to upgrade the capabilities of the server to facilitate the new Kitchen Video Systems and Digital Media. The server migration also improved failover capabilities by utilising two per site and guaranteeing the connection to the McDonald's global network. This installation on site was supported by dedicated Technicians who were able to remotely configure and setup the systems with little disruption to the site.