McDonald's Digital Media Support with Linney

Services Provided

Network and Power Cabling	Installation	Shop Fitting	Support
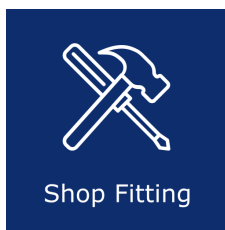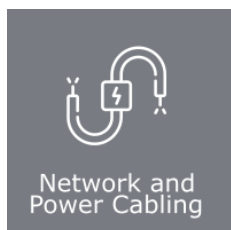
The Project

Client Overview

McDonald's UK and Ireland, operates more than 1,450 restaurants across the region. Ensuring consistent, high-quality customer service is critical to the brand, and technology plays a central role in delivering a seamless experience. McDonald's relied on us to manage and maintain over 9,000 IT devices, including drive-thru technology, and front-of-house infrastructure. This extensive network required a partner who can keep systems running reliably and swiftly resolve any issues that arise.

The Support Challenge

McDonald's faces constant high foot traffic, and any downtime in its IT systems can directly impact customer satisfaction and operational efficiency. The scale and geographical spread of their operations meant that maintaining 24/7 uptime across 9,000 devices in 1,450 locations demanded not only technical expertise but also a high level of flexibility, precision, and speed.

What We Did

Celestra developed a tailored break-fix support solution for McDonald's, prioritising a first-time fix approach. Our strategy made sure that we resolved the majority of issues on the initial visit, which reduced disruptions, minimised downtime, and enhanced customer service consistency.

• **First-Time Fix Commitment** Through rigorous training and preparation, our engineers came equipped with both the knowledge of McDonald's systems and the necessary spare parts, allowing us to diagnose and resolve issues during the first site visit. We achieved this by analysing historical data on device failures to pre-emptively stock the right parts and tools in our mobile and regional inventories.

• **Flexibility and Rapid Response** With over 9,000 devices across a vast geographic region, flexibility was paramount. Celestra has engineering teams distributed nationwide, which enabled us to quickly address critical issues in even the most remote locations. Our service management system tracked each job in real-time, allowing us to adapt immediately to urgent requests and redirect resources as required. This agile approach ensured McDonald's IT systems experienced minimal downtime, even during high-demand periods.

• **Going the Extra Mile** At Celestra, we pride ourselves on exceeding expectations. Our engineers frequently go above and beyond contractual requirements by conducting preventative maintenance during visits, addressing peripheral issues that could have affected device performance. This approach not only strengthened our relationship with McDonald's but also contributed to greater operational efficiency across their locations.

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The Results

• **High First-Time Fix Rate** Our approach to resolving issues on the initial visit has increased Costa's device uptime and decreased the likelihood of operational disruptions.

• **Improved Flexibility** Celestra's adaptability to urgent calls and complex issues ensures Costa can rely on us to keep systems operational across 1,400 equity locations.

• **Enhanced Client Relationship** By consistently going the extra mile, Celestra has become more than just a service provider for Costa. Our conscientious approach and dedication to excellence reinforce our partnership, ensuring Costa's IT infrastructure remains resilient and fully functional.