McDonald's – Converting Drive Thru Experience From Attended to Unattended

Drive Thru Service Speed & Efficiency

October 25, 2019

Drive Thru Experience shift from Attended to Unattended

Cost & Time-Efficiency Focus

- Introduce Beacon device at the drive thru counter.

- The moment beacon is recognized by the mobile app; pop up will be appeared in the app asking user to Pay and Proceed for Drive thru OR Do you want to proceed with other options.

- If user confirms "Pay and Proceed", user will initiate the check-in and make the payment through registered card and proceed to collect order in the counter.

- If reject, user would be able to use the attended or other available unattended experience (Curbside, In Store, Take out, Table Service).
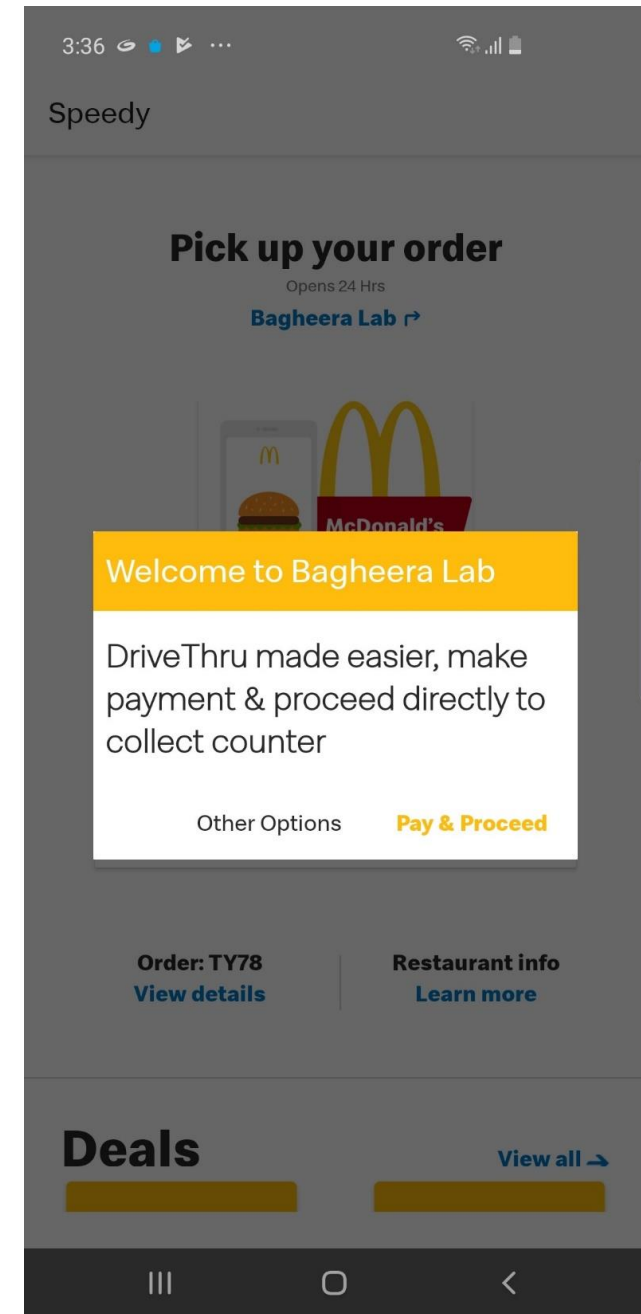
New Customer Experience — Without adding complexity

Current Manual Intervention:

1. Customer show / speak the order number to the crew member at Drive thru.
2. Crew member manually enter the order number in POS terminal.

Proposed solution:

1. Beacons (Cost-effective) would be placed near the Drive Thru counter.
2. McDonalds Application will detect the beacon the moment car arrives at the Drive Thru Counter or one car behind the drive thru counter. (Time-efficiency)
3. User will be prompted with Drive Thru suggestion popup.
4. Through Pay and Proceed – user would be able to complete the check-in through unattended flow.

Why Beacon based solution?

- Context-aware content delivery.

- To deliver content to users when they move near an area of interest.

- With the technology of identifying unique BLE, it can be used even in a crowded area.

- Easily configurable.

- Monitoring the movement is simple and can be identified accurately about the entry and exit of the user.

- Cost-effective.

Cost & Time-Efficiency Focus

Quick Wins by adding this feature

4 Quick wins from this feature

- User experience shift without adding any complexity.

- Cost-efficiency.

- Drive Thru Time-efficiency.

- Easy to take this to the market.

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Q&A

Thank you