

Eva Lindström



Age: 42

Language: Swedish

Location: Akalla, Sweden

Occupation: Restaurant Manager at a McDonald’s franchise..

Bio

Eva Lindström, 42, manages a McDonald’s near Akalla, Sweden. Fluent in Swedish, she oversees daily operations, using tech to manage scheduling and inventory. Partnered with Uber Eats, foodora, and Wolt, Eva focuses on efficient service and improving delivery processes to ensure customer satisfaction.

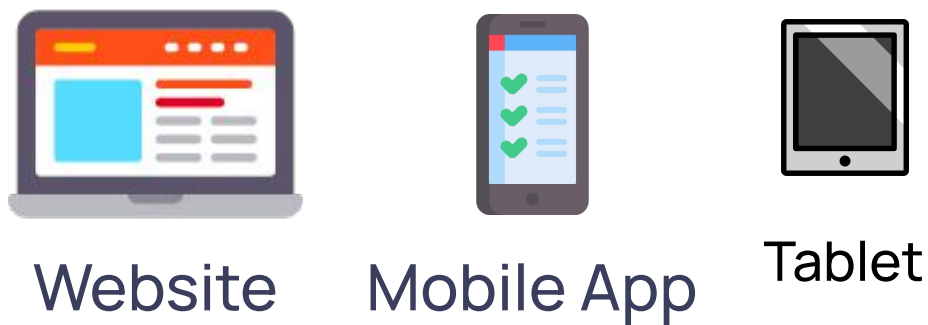
Core needs

- Seamless syncing between the Point of sale system and delivery platforms for easy updates to menus and promotions.
- Consistent, timely, and accurate delivery services to maintain customer satisfaction.
- Fast resolution of issues like wrong orders or delays to keep customers happy and loyal.
- Fair commission rates from delivery platforms to ensure the restaurant remains profitable.
- Support for multiple payment methods, including mobile payments and third-party app payments.

Frustrations

- Delays and incorrect orders from delivery services that negatively impact customer satisfaction.
- Difficulty in quickly resolving issues due to poor communication with delivery partners.
- Complicated updates to menus and promotions across multiple systems, leading to inconsistencies.
- Delivery service commissions that cut into the restaurant’s profits, making it harder to maintain profitability.
- Inadequate responses from delivery services regarding customer complaints, leaving the restaurant with less control over resolving issues.

Platform



Payment Method

