

11. ORDER MANAGEMENT

Global fast food chain

Overview: Global fast food chain was near bankruptcy, but has since reinvented itself as a technology pioneer in the food space through innovations in logistics and order management

Example of: Data and analytics-enabled order management

Impact delivered: Share price has increased by 20x since 2010. 55% of sales were in digital in Q4 of 2016, compared with 20% for the restaurant industry

Key elements of their order management transformation

ORDER FULFILLMENT

Worked with crowd-sourced auto designers to create a delivery car – complete with a warming oven with capacity for 80 orders, and Uber-like location transparency

ORDER PERFORMANCE MANAGEMENT

Digital ‘Pulse’ platform in stores provides real-time view of productivity metrics, incentivizing stores to complete orders, and allowing customers to follow along

DATA & ANALYTICS ENABLEMENT

Data collected through POS, plus enrichment data, add up to ~90,000 sources feeding into headquarters daily to improve order management and decision making