

MCDONALD'S RESTAURANTS - UK

ComQi Case Study



Background

As one of the best-known and well-respected names on the high street, McDonald's has over 1600 restaurants in the UK, either wholly-owned or operated as franchise.

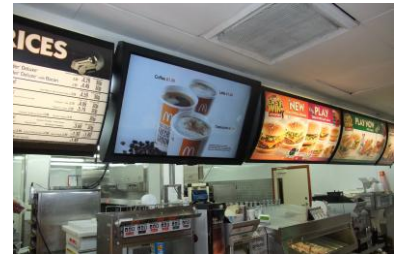
Challenge

To continue the McDonald's strategy of improving the customer experience with better customer communication and engagement. Digital menu boards should raise the average transaction spend, by highlighting specific offers and extending menu choice.

Solution

The first phase test involved 20 restaurants of differing size, geography and location. The content strategy was for the screen to act similarly to static backlit 'translite' but focus on targeting specific menu options at certain times of day, using up to 7 x different 'day-parts' per store. This provided a vehicle for smaller restaurants to display more menu options by having each day-part cycle through multiple images.

A single 42inch screen was designed to an IP42 rating to deal with challenging fast-food environment, and ComQi software provided the



flexibility to manage the complexity of different prices, local variances in menu offering, and site-specific open/close times.

Results

Quarterly sales results continually showed impressive uplift across most menu categories. The ROI was particular compelling across smaller to medium-sized restaurants where the digital menu board could promote more menu options. A 2nd phase launched in December 2009 focusing a further 25 restaurants, with continued roll-out expected thereafter.

The ComQi hardware and software solution has proven extremely reliable and robust, and enabled content management to reflect the requirements of each individual restaurant. The project has been very well-received by both franchisees and McD-owned stores alike.

