

McDONALD'S GLOBAL APP LAUNCH



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THE GOAL

McDonald's roadmap had the inclusion of a new functionality to allow customers to order their meals in a "Zero Touch Interaction" approach, to simplify and expedite the ordering process. According to the plan, it should be launched for Android & iOS globally at the beginning of January 2021.

THE CHALLENGE

Giving the opportunity to the customers to **Order and Pay** from a mobile device at the **comfort and safety** of any **private location**, and just go to the restaurant to be served **directly at the table**, collect straight from **McDrive** or from the **counter**, meant a relevant improvement in the overall **Customer Experience**.

Clariter assisted McDonald's in verifying that the feature would function **technically flawless** together with creating an **impressive experience** and leaving their Customers even more **delighted**.

HOW IT WAS DRIVEN

A **Global DevSecOps** and **CX team** with staff from Australia, UK and Portugal.

A **ramping up process** to include the availability of the new feature across the 180 restaurants.

A mix of **state-of-the-art Customer Experience** and **Technical Quality** methodologies, intertwined with advanced **crowdsourced Physical Actions**, covering the **End-to-End McDonald's Customer Experience** needs.

Done during a **global pandemic**, with confinement rules, bringing obstacles that were overcome by the **excellent team play**.

HOW IT WAS DELIVERED



STRONG FOCUS

- Validate the complete Customer Journey
- Loyalty program addiction
- Specific functionality immersion and realization of full intent
- In-app restaurant selection
- Meal order and personalisation
- Multiple payment methods usage



RESULTS

By gathering users' perceptions on easiness of navigation, searching, ordering, paying on the app and getting to the restaurant to enjoy the meal, we helped McDonald's to:

- 1 - Increase the validation process efficiency at lower cost
- 2 - Reduce the Time to Market of the new feature launch
- 3 - Utilise Real World conditions as Validation environment to proactively anticipate problems before the final customer does

“Results of this partnership with Clariter over-achieved our expectations”

Rogério Gonçalves
@McDonald's

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WHAT HAS BEEN PUT IN PLACE



COMMUNITY

More than 300 people participated during the entire Quality Evaluation stages



STAGES

1. Pilot Phase (1 restaurant, 10 Clariter testers),
2. Initial launch (10 restaurants, 65 Clariter testers)
3. Generic Launch (180 restaurants, 300 Clariter testers)



DELIVERABLE MODELS

- Results for each Quality Validation stage in 5 and 10 days
- Reports and outcomes presented to McDonalds in less than 4 days after the Clariter Testers feedback received
- All Technical issues reported every 2 days as part of the DevOps flow

