

McDonald's chose O₂ Wifi to deliver the kind of digital service customers expect from McDonald's

The world's best-known brand sought a strong technology partner to give their customers an easy, consistent digital experience, no matter when or which of the 1,270+ UK restaurants they visit.



Getting connected to meet customer expectations

Customers know what to expect from a visit to one of McDonald's restaurants. They know they'll get excellent service, significant quality in their food, and a particular, family-based experience. The company's success is in no small part due to its ability to meet these customer expectations. McDonald's listens to its customers and evolves its brand accordingly, responding to the shifts in customer expectations that have unfolded in the last 40 years.

As a result, the environment that McDonald's restaurants offer its customers has changed significantly in response to what customers say they want. "We now have self-serve kiosks and digital menu boards, for example," says Doug Baker IT consultant. "We've installed table-mounted tablets so customers can browse the internet, keep up to date with social media, or play games while they're here."

The biggest change though has been customers' expectations of public wifi. "People want to be able to walk into our restaurants and get online on their own smartphones or tablets. They want that to be a really simple and easy process, and McDonald's had to find a partner who could meet that expectation," says Doug Baker.

But McDonald's requirements were far more precise than simply having public wifi. "We also needed to protect our environment," says Doug. "O₂ met all of those criteria – and more."

“Customers need to know that they will be safe online while they or their families are using our wifi in our restaurants. We also require partners that can support a constant, seven day-a-week, 365-days-a-year business, especially as over half of our restaurants are open 24 hours a day.”

Doug Baker,
IT Consultant



O₂ Wifi enhances the McDonald's experience

"O₂'s ethos is the same as ours; like McDonald's, O₂ listens to what customers want and is committed to meeting customer demands. O₂ also has the expertise to work with the IT team and make sure that McDonald's has what it needs to grow its business digitally," says Doug.

McDonald's now has access to superfast broadband across O₂ Gateway which delivers a free and easy-to-use public wifi service. This has proved extremely popular with McDonald's customers, with the number of wifi users doubling in the past five years; some 3.5 to 4 million customers a month now access the internet for free while in McDonald's restaurants (more than 1,270 in the UK), and the number continues to grow.

This connection has to be managed properly, so it's delivered in the right way and kept consistently enabled. "It's good that the O₂ team are the first to pick up any issues, rather than me," continued Doug. "Anyone in my job knows that if people aren't talking to you about your network, that's a good thing!"

There's also been no compromise on security. "We want to make sure that everybody is able to enjoy the experience of coming to a McDonald's restaurant, and so the security that O₂ provides is key," says Doug. "O₂ Wifi has strong

content filtering in place, which gives us the ability to block inappropriate content, but it's also very flexible."

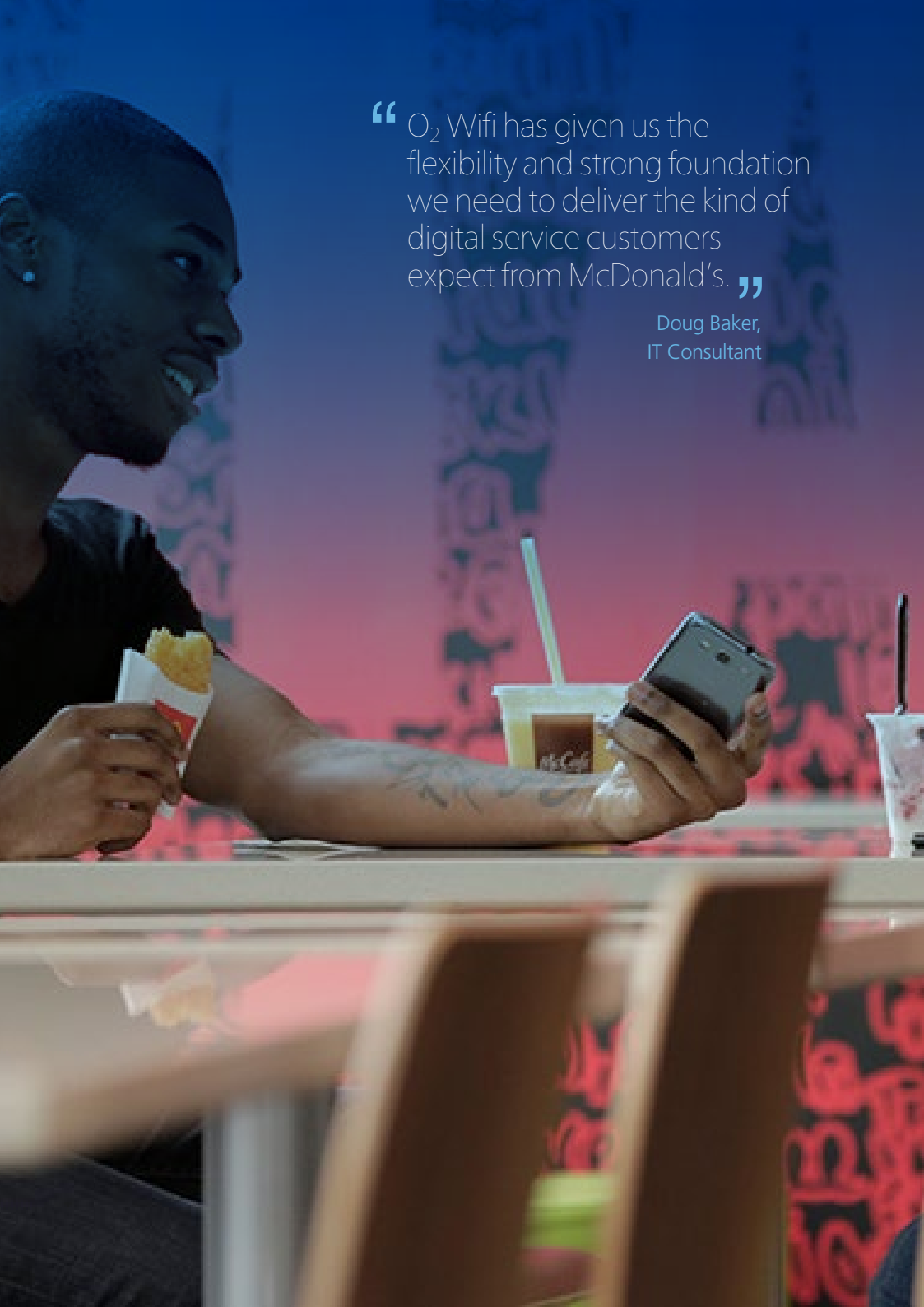
The homepage that customers see, opens other windows of opportunity too. "It's a chance for us to communicate our ethics and our values – to show our customers another side of McDonald's. We can also use it to support any promotions and campaigns we are running," added Doug.

McDonald's has of course got its eye firmly on the future, and in O₂ it has found a partner who will guide and support them every step of the way. "There will be future changes to how customers interact with us, and to their experience," commented Doug. "We know that the technology we continue to receive from O₂ will adapt and change to allow us to meet that demand, and to enable us to grow. For McDonald's, it is exciting times, especially in IT."

"Wifi from O₂ fits perfectly with the McDonald's customer experience; it meets our expectation in every restaurant. It's quick and easy for customers to connect, no matter what device they might be using."

Doug Baker,
IT Consultant





“ O₂ Wifi has given us the flexibility and strong foundation we need to deliver the kind of digital service customers expect from McDonald's. ”

Doug Baker,
IT Consultant

O₂ customer story

O₂ Wifi benefits to McDonald's

O₂ Wifi is a fully managed service that enables any customer to get online within McDonald's restaurants. People don't have to be on O₂ to use the service. Connection is instant.

- A fully managed service provides seamless connectivity across multiple sites for all customers and employees
- Super-fast broadband for quick and simple connection. No passwords. No usernames
- Free and secure
- It helps to keep customers loyal
- It supports growth and paves the way for a corporate 'bring your own device' strategy
- Providing a platform for information sharing and corporate communications
- With enhanced customer experience

McDonald's also enjoy O₂ Recycle

O₂ also supplies mobile phones to staff in McDonald's UK corporate offices, supported by O₂ Recycle, an award-winning, environmentally friendly and Government certified solution that gives McDonald's money back (or bill credit) for its unused or replaced hardware. This is a free service that ensures all devices are securely data-wiped and recycled.

- 100% of devices recycled
- Free certification on request
- Funds can be used on O2 hardware
- WEEE directive compliant
- Free collection
- Less waste and a reduced carbon footprint
- O2 doesn't take a penny
- You can choose to spend the funds generated by recycled devices on fund community projects of your choice

“ IT is there to support the brand and operations, and O₂ Wifi enables us to do what we want to do. When you work in technology, what more do you want? ”

Doug Baker,
IT Consultant

O₂ customer story



About McDonald's

McDonald's is one of the world's best-known brands. The company employs over 110,000 people in the UK at more than 1,270 locations and serves around 3.7 million customers a day.

McDonald's customers come from almost every demographic – from very young children to senior citizens, but families are a key group, placing a significant additional demand on the wifi service.

In the past five years, McDonald's use of technology in its restaurants has grown significantly, with self-serve kiosks and wireless charging for example. The company is also rolling out table-mounted tablets so that customers can check their email, play games or browse the internet when in store.

Read more customer stories at:
www.o2.co.uk/enterprise/insights

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