

# McDonald's France digital transformation puts the customer at the heart of their organization

McDonald's France enhances the customer journey through its online ordering, and offer tailored promotions to customers on an individual basis



There are 6.8 billion people on the planet at present. 4.8 billion own mobile phones, whereas only 4.2 billion use a toothbrush.

Mobile booming and the exponential growth rate of smartphones have changed the way consumers behave and their buying journey. Consumers are demanding new experiences, always connected, they want ultra-personalized and simple interactions with the brand, at the very moment they need it. To support this new way of consuming, McDonald's France has decided to build with Worldline a unique, customized platform including a wallet to enable them to start the digital transformation.



## The new shopping experience

The new shopping experience can see customers ordering their meals through the online channels, either from home or on the go. Payment is made in advance using the Worldline Wallet. Once the payment has been made, the customer receives a unique QR code which can be used in a McDonald's participant restaurant in France the same day to collect the order.

**1300**  
**restaurants**  
**deployed**  
at end of 2015

“Our digital ambitions are strong to meet the challenges of our customers' new uses and Worldline is a global player in this momentum. As a company controlling the entire transactional value chain, we have found one of our partners to expand our inter-channel commitment.”

**Jean-Noël PENICHON,**  
VP Information Technology (IS & Digital)  
- McDonald's France

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## Mc Donald's France customer journey



## A digital platform to enhance shopping experience and to accelerate the digital transformation

The digital transformation and the digital platform project started with the online ordering. McDonald's started to experiment the digitization on 50 restaurants in 2005, in France, with the kiosks, to deliver new services to the customers.

McDonald's firstly merged its brand site with its ecommerce sites and applications to provide a seamless and consistent shopping experience.

Interfaced with the online ordering system, the customized digital platform orchestrates and stores securely all business referentials including restaurant, product, prices and all data. The digital platform acts as a spinner to expose essential data to all channels to efficiently meet new customers' expectations.

Furthermore, combined with the digital platform, the wallet embedding the consumer digital identity makes the experience easy, guaranteeing a strong authentication and an opt-in for the next transactions.

Now McDonald's France is able to enhance customer journey, providing customized ordering experience.

The unique and customized combination of transactional and digital expertise makes McDonald's France Digital Platform one of the first online, non-delivery, fast-food ordering services in the world which enables customers to prepare and pre-pay for their orders ahead of time.

The new online ordering system is a win-win for the fast food chain. First of all, the overall experience for the customer is improved, and secondly McDonald's France gains a valuable insight into their customers' behavior through the data collected, allowing for targeted offers and cross sales. However, far from having crossed the finishing line, this is just the beginning for McDonald's France. In fact, many innovative payment solutions will emerge and will continue to shake up the fast food scene.

## About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry. Worldline delivers new-generation services, enabling its customers to offer smooth and innovative solutions to the end consumer. Key actor for B2B2C industries, with over 40 years of experience, Worldline supports and contributes to the success of all businesses and administrative services in a perpetually evolving market. Worldline offers a unique and flexible business model built around a global and growing portfolio, thus enabling end-to-end support. Worldline activities are organized around three axes: Merchant Services & Terminals, Mobility & e-Transactional Services, Financial Processing & Software Licensing. Worldline employs more than 7,300 people worldwide and generated 1.15 billion euros revenues in 2014. Worldline is an Atos company.

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