

## CASE STUDY

# Global QSR giant improves customer experiences for mobile, in-store and take out through intelligent order sequencing

*Intelligent order sequencing for Fast serving*



## Challenges

- Limited data
  - Not all customers opt-in to location services, mobile orders enter queue as if at the register
  - Solutions for tracking production time, customer queue size, and others at the client's scale are cost prohibitive
- Solution must work in real life and be robust: >10,000 locations, must handle edge cases
- Many dimensions: several business priorities, some mutually exclusive, must prioritize

## Solutions

- Consultants engaged with various teams to fully scope out and prioritize development
- Built a digital twin and held lab tests to benchmark improvements to the algorithm
- Developed performant edge code to manage orders from any source

## Results

- Delivered & tested functional production algorithm that intelligently handled mobile orders based on ETA
- Algorithm led to substantial improvements in:
  - Average customer wait time
  - Number of orders awaiting pickup
  - Reducing waste