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*When we started this, there was no [executive] interest in this – zero. But because they started seeing the business case, within ninety days of meeting with those executives twice a week... all of a sudden, we went past that tipping point where our executives were now leading the change. And for digital to be successful, that's what it takes. It really starts with leadership.”*

**Group Director for Digital Strategic Initiatives,** Leading Quick Service Restaurant Chain



## Capgemini enables a leading restaurant chain to offer personalized digital media experience to its customers

### Giving Customers a Right to Choose

The client is a leading North American quick service restaurant chain with a steady customer base drawn to the company's Southern style of service and willingness to allow unlimited customization of their famous hamburgers.

### Engaging Digitally-Savvy Customers

The restaurant chain has been serving customers since the 1950s with an exciting range of customizable food. Although it enjoyed the loyalty of its original customer base, Baby Boomers<sup>i</sup> and GenX<sup>ii</sup>, it wanted to become familiar with Millennials<sup>iii</sup> and Gen Z<sup>iv</sup>. However, this was difficult, as Millennials demanded digital services like social media conversations, mobile apps, remote ordering on digital devices, and personalized offers. As such, the restaurant chain's basic digital media presence fell short of offering an engaging experience for Millennials.

### Crafting a Transformational Vision

The restaurant chain approached Capgemini to gain advice on offering an enhanced digital experience to its customers. The restaurant chain wanted to segment its customers based on factors like age, digital preferences, and buyer personas.

### Overview

**Customer:** A major North American quick service restaurant chain

**Industry:** Quick service restaurants

**Location:** North America

**Client Challenges / Business Need:** Expanding beyond traditional customer geographies and demographics

**Solution-at-a-glance:** Enhanced digital experience

#### Results:

- Deeper understanding of customers
- Customized digital content development
- C-suite buy-in and adoption of digital strategy

To achieve this, Capgemini commissioned an in-store and online survey to spark engaging conversations with customers to get to know their digital preferences. These findings enabled the restaurant chain to sketch a buyer journey and engage customers, especially Millennials, inside stores and across digital platforms.

Furthermore, Capgemini devised a customer experience strategy that tracked the buyer journey and offered them customized experiences across different touch-points. This included relevant content on the website, social media, and other digital channels to encourage interaction with customers. Capgemini also helped the restaurant chain to design an engaging mobile app with intuitive customer loyalty features like quick ordering, personalized menus, and reward points. Capgemini developed the prototype, design, and digital architecture for the restaurant chain. In the next phase, Capgemini would help the restaurant chain to track and measure digital media activities.

### New Channels of Communication with Customers

- **Digital Marketing Strategy:** The restaurant chain was able to create a blueprint for a presence on the digital platforms.
- **Deeper Understanding of Millennials:** The restaurant chain is now armed with a better understanding of the digital media preferences of Millennials and Gen Z.
- **Customized Content Development:** Customized digital media content helped the restaurant chain to delight Millennials at different stages of their buyer journey.
- **Intuitive App:** The mobile app is a good addition to the digital armour of the restaurant chain and helps them to offer customer loyalty features like reward points and customized menus.

### The Collaborative Approach:

The Collaborative Business Experience™ is central to the Capgemini philosophy and a pillar of our service delivery.

- The quick service restaurant chain and Capgemini worked together to develop a new market expansion strategy for expanding into new geographies and demographics.
- Capgemini helped the restaurant chain to conduct a customer survey to help them identify buyer personas.
- Capgemini addressed the apprehension of senior leadership and turned them into digital advocates to drive the transformation project.

### Future Ahead: Building on a Successful Journey

Capgemini will further support the restaurant chain in creating a Customer Journey Atlas and improving the loyalty app to offer an enhanced customer experience.

<sup>i</sup> Baby Boomers: People born approximately between the years 1946 and 1964

<sup>ii</sup> GenX: People born approximately between early 1960s to early 1980s

<sup>iii</sup> Millennials: People born approximately between 1980s to 2000

<sup>iv</sup> Gen Z: People born between late 90s and early 2000

For more information on this project, please contact:

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### About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is a global leader in consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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