



International quick service restaurant chain McDonald's installs first interactive self-service kiosks in Azerbaijan.



ABOUT THE CUSTOMER

Ever since the opening of the first McDonald's restaurant in Baku on November 6, 1999, the company is putting significant effort into the development of its Azerbaijani branch. Today the total number of restaurants in the country is 13. The company actively seeks innovation and implements various business solutions to benefit its customers – such as open Wi-Fi networks and drive-through isles.

THE CHALLENGE

The ubiquitous trends of high-tech solutions in servicing has led to elevated customer expectations. In order to prove its competitiveness and ability to keep up with the times, McDonald's has set forth a goal to equip the restaurants of its Azerbaijani branch with self-service kiosks. Such innovation should contribute to the company image and provide a number of commercial benefits.

Project deployment began with the McDonald's restaurant located in the Amburan tourist zone of Baku.

The company BS/2, a member of Penki kontinentai company group, carries out the project. Local support, installment and servicing of equipment is provided by the subsidiary BS/2 Azerbaijan (BSKOM).

WHY CHOOSE US

Strict regulations and standards restrict global companies in choosing product and service providers. As with the self-service terminals, only three manufacturers worldwide comply with the technical requirements of the McDonald's quick service restaurant chain. The manufacturer of choice was the company Diebold Nixdorf (BS/2 business partner).

Years of experience allowed us to better understand the customer needs and to take full control of the project:

- Define the work plan;
- Establish the customer distribution logic;
- Install equipment and software;
- Mark the areas of responsibility of warranty service providers.

The BS/2 specialist team was swift, well-coordinated and flexible. The result of their work manifested as an easy and convenient way to order food for the customer and significant workflow optimization for the employee. We have adapted the kiosk printer compartment to fit a fiscal printer, as required

by the local policy. An important aspect for the client was the timely delivery of test equipment. The project was not a simple kiosk purchase – it was a service package that included logistics, equipment installation, warranty, and post-warranty maintenance.

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BS/2 specialist team was swift, well-coordinated and flexible. Their proposed solution allowed to significantly simplify and optimize our workflow.

Roman Naumkin, IT director of the Azerbaijan branch of McDonald's

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From the left: Head of Sales Department Emil Musayev, McDonalds IT-director in Azerbaijan Roman Naumkin and Head of BS/2 Retail Solution Sales Jurij Mikuckij.

THE SOLUTION

Kiosks by Diebold Nixdorf that BS/2 proposed are renowned for their technical capabilities and functionality.

Several design types of the NGK32 model allow for the device to be installed anywhere in the restaurant, it can even be built into a wall. As a result, the restaurant owner is given more flexibility in spatial planning.

The terminal hardware includes a 32-inch monitor, a barcode scanner, a receipt printer, and a payment unit. Extra peripheral devices can be equipped upon request.

During the period when a client is not directly interacting with the kiosk, the device monitor broadcasts discount and special offer information. Whereas the user-friendly interface ensures quick and high-quality service when the device is in use.

The terminal reduces the human factor and staff cost optimization allows for significant expense reduction.

A significant factor for the success of such terminals is their reliability and stability. Over 10 000 kiosks have been deployed by Diebold Nixdorf in quick service restaurants worldwide.



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One of the key benefits of self-service terminals is the intuitive interface of the device.

Roman Naumkin, IT director of the Azerbaijan branch of McDonald's

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BUSINESS BENEFITS



Configuration variety
and ease of use



Optimization of staff
expenses



Reliability and
stability



Increase in average
receipt



Service time and queue
length reduction



Enhanced restaurant
economic effectiveness

ABOUT BS/2

The company BS/2 is the Penki kontinentai group affiliate that provides services to 80 countries worldwide. BS/2 creates business solutions designed to automate and optimize the workflow of your business.

For over 26 years, we create specialized innovative software and hardware solutions for banking, financial institutions, and retail. We provide high quality IT products to meet the needs of your clients.

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