

McDonald's launches experience stores



McDonald's India is transforming customer convenience through the launch of its first 'Experience of the Future' restaurant (EOTF) in Mumbai. The new concept restaurant, at CR2 Mall in Nariman Point, has customizable menu options, new technology and a best-in-class customer experience.

Commenting on the launch, Amit Jatia, Vice-Chairman, Westlife Development Limited said, "This is the next phase of brand transformation for McDonald's in India. With the EOTF restaurant, we are kicking off a bold and progressive plan to transform the customer experience. We want our customers to walk in and be wowed by the experience that's modern and personalized, yet be the McDonald's they know and love."

The new McDonald's Experience includes:

Enhanced Customer Experience: The Guest Experience Leaders will help customers to choose between self-order kiosks and counter service, assist with finding their seats, and provide table delivery service.

Advanced Customer Convenience: The introduction of Self-Order Kiosks at the restaurants

will give customers an opportunity to personalising their menu and order at their own pace. Various payments modes, high speed wi-fi, air-chargers and tablets will provide consumers with more convenience.

Sustainability: EOTF restaurants will be installed with smart hand wash systems that will help save approximately 400,000 litres of water per year. Additionally, the restaurant will save upto 6,000 units of energy with the LED lighting. Besides this, the restaurant will use bio-degradable cutlery, reusable cups and recycle its waste with the vision to send zero waste to landfill.

Wholesome Food Choices: McDonald's India is launching farm fresh salads and transitioning its existing wraps into whole grain wraps. Additionally, customers will have the choice to opt for milk based beverages (chocolate milk, smoothies or shakes) with their Happy Meals or simply replace their fries with a bowl of salad.

Table Service: Customers can now experience table delivery. Once an order has been placed, customers can take a seat while they wait for their order, guided by a Radio frequency identification device (RFID) right to their table. 🍽️