

Acrelec and McDonald's set up the 1,500th self-order kiosk in France

Bussy-Saint-Georges, February 12th, 2010 – on February 5th of this year, Acrelec and McDonald's France set up the 1,500th self-order kiosk in the restaurant in Checy – the company's 400th establishment to be fitted out. Invented by Acrelec – the specialist in interactive digital solutions for catering and distribution – the self-order kiosks have been tested since 2003 and deployed since 2008 in McDonald's French restaurants.

Following in the footsteps of Acrelec's founders, who came from the world of fast-food catering, self-order kiosk technology was developed at the beginning of the 2000s in partnership with McDonald's France. The world leader in fast-food catering, for whom new technologies represent a key element in development, quickly grasped the advantages of this new way of ordering.

Designed to meet activity peaks, the kiosk's objective is to speed up the flow of queues and improve customer satisfaction. The consumer is advised by a hostess, and can then take his time to read through the offer on the kiosk, before making his order in complete serenity. Once he has paid, he immediately collects his order at the specially dedicated counter. In rush hours, up to 30% of McDonald's sales are made by self-service order kiosks.

Following the success of the first installation in a McDonald's restaurant in Eragny (95) in 2003, the company chose to extend this technology to several restaurants in France. In 2008, the company sped up deployment and 400 restaurants in France are currently equipped with a total of 1,500 kiosks. This number should increase to 800 establishments by the end of 2010.

Acrelec is also accompanying McDonald's in its installation projects on international markets. The software is thus translated and adapted to the specificities of different countries, and Acrelec's subsidiaries are then responsible for the installation and maintenance of the equipment.



Simplifying the taking of orders to speed up the flow of queues

Two vital factors are behind the success of this technology: its simplicity of use and the time saved by the customer. Thanks to an intuitive and user-friendly interface, a customer can use the order kiosks to make a quick order, pay by credit card and immediately collect his meal at a dedicated counter.

Thanks to an order made in less than 3 minutes, waiting areas are less crowded, attendance is greater and staffs are more available to serve customers.

According to Jacques Mangeot, Acrelec's Director, "the kiosks are perfectly suited to a company like McDonald's in which each restaurant has to manage very busy periods. They help them to avoid losing customers or making them wait. Customers no longer have to wait and can order in a more relaxed manner."

Acrelec's technology is at the service of McDonald's strategy

These kiosks fit into McDonald's strategy perfectly as the company is aiming to make its restaurants places where customers can spend their time. The time saved during the order participates towards customer well-being as there is more time to eat meals or to surf the internet – thanks to the Wifi which is available free of charge.

Today, thanks to advances in Acrelec's technologies, developments made on customer interfaces and the internal organization of restaurants, new services are possible – such as the issuance of a money-off coupon or the table service which is currently in the test stage in several restaurants.

Acrelec and McDonald's: preparing the future

The collaboration between Acrelec and the world leader in fast-food catering is not limited to order kiosks, even though this represents one of the leading areas of development. Acrelec has thus participated in the renewal of Drive Thru order kiosks, optimizing this mode of ordering by enabling users to visualize the products ordered and greatly improving sound quality. These kiosks are present in McDonald's restaurants in 35 countries around the world.

Acrelec has also participated in the development of Menu Boards. These dynamic display solutions are located above the check-out lines, enabling rapid and exhaustive visualization of a company's offer. This technology also assists and guides the customer in his or her choice.

Photos available upon request



About Acrelec

Acrelec, the inventor and leader in order kiosks for the fast-food industry, offers turnkey solutions – equipment, software and services – meeting the problems of catering chains, supermarket distribution and all types of stores. Acrelec's solutions aim to improve sales and assist in the operational management of businesses. The Group employs 160 people around the world. Three executives out of four are IT professionals from the fast-food industry. The company, which generated €22 million in turnover in 2009, has experienced average growth of 30% since its creation. Acrelec is established in 8 countries (Belgium, Denmark, England, France, Holland, Morocco, Romania and Taiwan). Production is based in Bussy-Saint-Georges - Seine et Marne, France. Today, Acrelec is the leader on its market, with more than 3,000 sales outlets equipped in 35 countries around the world.