



Cognizant Creates the Connected Kitchen Future For Major Fast Food Chain

Global scale and real-time monitoring are key to efficiency and customer experience

The client is one of the largest fast food chains in the world, operating thousands of stores across more than 100 countries. In order to develop new strategies to improve customer satisfaction and market share, the client sought to implement strategies for improving both efficiency and customer experience. Improving product quality, reducing training costs, and minimizing consumption of oils and other products during production were all key goals for the client.

As a part of this initiative, the client engaged Cognizant to help them digitize store operations. Cognizant helped the customer develop a strategy for connecting, monitoring and managing kitchen equipment using Internet of Things concepts. The initial focus was on the equipment which consumes and processes the most raw material, and were critical to product quality – the deep fryers.

Cognizant's Connected Fryer improves food quality and time-to-market

AT A GLANCE

The client sought to improve the customer experience by launching multiple digital initiatives. The client chose Cognizant for its ability to craft the vision of the “Connected Kitchen” and for its ability to quickly develop the strategy for implementation and its turnkey ability to deliver an entire working proof of concept.

The project culminated in the development of a new touchscreen interface for existing kitchen fryers, connected to the cloud to collect diagnostics on the fryer, and deliver centrally-programmed recipes to the stores.

Results:

- Reduced time-to-market for new menu products
- Reduced human error during cooking
- Improved customer loyalty with better quality products and short wait times
- Minimized downtime for fryer fault repair through alerts and diagnostics
- Improved utilization as well as serviceability of fryers
- Optimized usage of oil

With more than 18,000 stores globally and a 15-20 year lifespan for deep fryers, purchasing new fryers for this project was out of the question. Cognizant engineers devised a solution that would retrofit existing fryers, and was easy to deploy across markets - making the project much less expensive and more realistic to scale-out.

Connected and Protected

Most of the client's menu items are fried, and any malfunction or downtime can be extremely costly for an individual store. In order to improve operational efficiency, Cognizant began by replacing the existing fryer's basic control board with a custom, IoT-enabled touchscreen.

The new hardware was brought online in order to connect to services and data hosted in the cloud. Once the fryer was connected to the Internet, the client could monitor real-time parameters like temperature, status, operator status, equipment fatigue, and fault diagnostics across the global fleet.

Such insight allows better visibility and ability to identify best mode of use, failure trends, and inefficient practices. This data makes it possible to send corrective instructions either to operators, or modify the equipment parameters remotely to restore operational efficiency.

Smart and Interactive

Replacing the old control panel with an interactive, highly graphic touchscreen provided new capabilities - visual work instructions, built-in training modules, performance leader boards.

The connected control boards also offered the ability to introduce new recipes by pushing the recipes centrally to each store. Since consumption of oil was a top priority, the client valued the ability to pre-program

specific measurements and routines to control frying time and preserve the lifespan of the oil. Additionally, by controlling these commands remotely, the client was now able to implement new menu items more simply and reliably, shortening time-to-market drastically.

With better control over menu items and their preparation, the client improved many factors in the customer experience, including:

- More consistent product quality
- Shorter, more predictable wait times
- Fewer errors in preparation

Operational Excellence

Further operational benefits extended into the employee experience. Previously, new employees sometimes struggled with learning the recipes on the menu. Frustration for new employees resulted in high turnover and inconsistent product quality, exacerbating the problem.

With Cognizant's new interface, employees now only had to touch the icon for the products to cook - and the fryer performed the pre-programmed recipe. The connected fryer opens the door for connecting all kitchen equipment for the client, as well as the fast food industry at large.

Better preparation consistency, employee enablement, and improved fryer uptime all result in success for the client and a greatly improved, consistent customer experience across stores.

Learn More

To learn more about Cognizant, visit us at www.cognizant.com/internet-of-things or contact us at internetofthings@cognizant.com.

ABOUT COGNIZANT

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