



CBOT & McDonald's Launched A Successful Virtual Assistant “McDonald's İştah Hattı (Appetite Line)”

The Story Behind

According to 2017 Brand Z Report, McDonald's is the 8th most valuable brand globally. This great brand who started its journey in 1954, serves 58 million people daily with its 34 thousand restaurants and more than 1.6 million employees. In Turkey, McDonald's serves 100 million people annually with its 260 restaurants and 6 thousand employees.

McDonald's defines its mission as “*to make delicious feel-good moments easy for everyone*”. In the digital age this mission cannot be accomplished only by good food but also enhancing the whole experience including the order & delivery. Therefore McDonald's defines “3D” as their growth pillars - *digital, delivery, drive thru*. With his strategy on the agenda McDonald's prioritizes providing more personal, more convenient and better experiences for its customers.

To deliver the best experience in the most effective and efficient way, McDonald's Turkey created an AI based ordering system, including an AI-based virtual assistant and live chat.





Why CBOT?

CBOT created high reputation and credibility with its comprehensive conversational AI product **CBOT Platform**. CBOT's proven success in building a **conversational AI based customer support system** through AI-powered text / voice based virtual assistants, expertise in experience design, agile manner and end-to-end responsibility throughout the projects are the reasons why McDonalds preferred to partner with CBOT.

CBOT provided "CBOT Platform", its advanced NLP (Natural Language Processing) and machine learning technology to McDonald's Turkey and built "McDonald's İřtah Hattı" on this Platform to offer a very easy way for ordering menus and tracking the delivery status. The virtual assistant, McDonald's İřtah Hattı, has been trained and integrated into McDonald's' backend on this platform. In addition, this AI based ordering system includes human in the loop. The AI-based virtual assistant is integrated to **CBOT Live Chat** and works in collaboration with its human colleagues to help McDonald's customers.

CBOT team had the full project responsibility to ensure the delivery of this virtual assistant that helps McDonald's to maximize efficiency on sales and support.



Building an effective ordering and tracking system

How does “İştah Hattı” help customers?

Consumers prefer to perform actions in a conversational way as it became a daily habit for them for many different parts of live - to contact the parents of your kids' classmates, to chat with your team while remote working, to update your doctor appointment. So, McDonald's aims to provide a conversational experience for its ordering and order tracking systems as well.

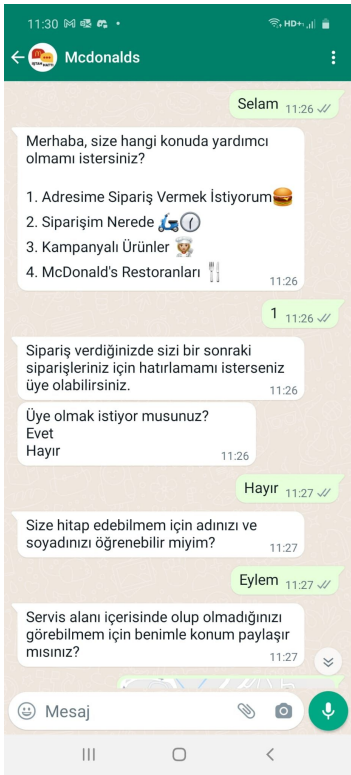
İştah Hattı helps McDonald's customers within the scope below:

- 1 - Ordering a menu
- 2 - Tracking order status
- 3 - Checking promotions
- 4 - Finding restaurants

To realize these 4 functions, İştah Hattı is integrated into the internal systems of McDonald's at several points. For example just for ordering a menu, it is integrated for personal data permission, personal data permission query, creating a customer account, defining location of the customer, checking if the restaurant is open, adding new address, order tracking, product search (with size and details), prices, notes for orders, and lastly finalizing the order and paying the amount.

Although it is complicated as an infrastructure, the experience is very simple and seamless for the customer.

In addition, the system involves human and if the consumer has a question out of the scope of the virtual assistant, or wants to chat with a human, the assistant handovers the customer to a live agent through CBOT Live Chat module which is a part of CBOT Platform. McDonald's İştah Hattı is an important example of providing an end-to-end ordering experience in a conversational way. CBOT Platform is capable of offering all the components of this experience as it is a comprehensive conversational AI Platform for customer service, ordering and purchase processes.



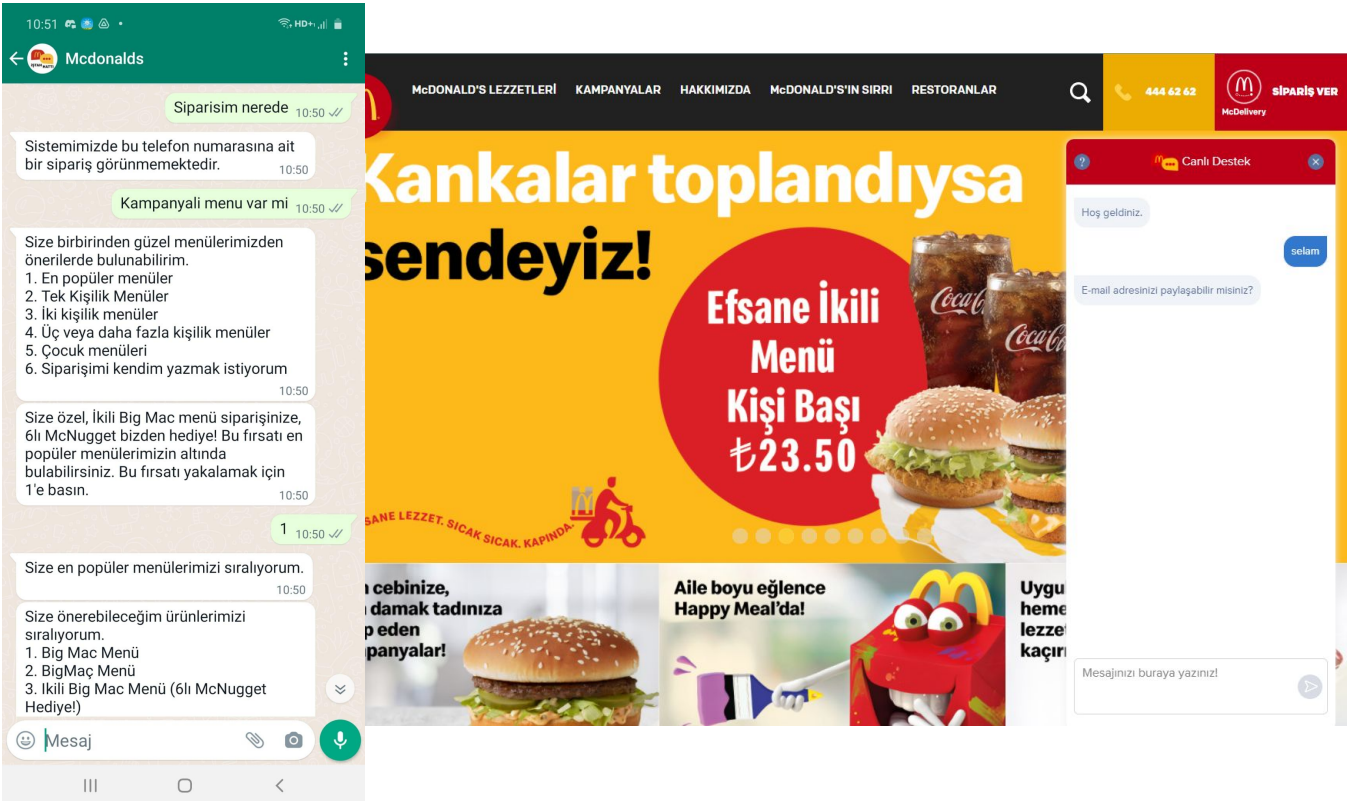


Automating the whole purchasing experience and increasing sales in an efficient way

İştah Hattı is available on WhatsApp account of McDonald's Turkey, including a live chat support. On the web page of the company (<https://www.mcdonalds.com.tr/>) a live chat support is available to help the customers instantly. The virtual assistant and human agents that use CBOT LIVE CHAT panel to collaborate with each other.

As CBOT is a WhatsApp BSP (Business Solution Provider), McDonald's has been integrated to WhatsApp easily and became a successful use case for WhatsApp Chatbots.

We believe it is an inspiring case for the automation of the whole purchase process from product search to payment. Therefore beyond providing instant support, it is a good evidence of how AI-based virtual assistants help companies to increase their sales performance through conversational experience.





Ordering And Purchasing Experience Through WhatsApp



To learn how CBOT can increase customer satisfaction through efficient customer service, please visit www.cbot.ai or drop an email to hi@cbot.ai.