



KFC

Self-Service Success:
GAP Helped KFC Modernize
with Kiosks that Enhance Customer
Experiences & Drive Revenue Growth

GAP CASE STUDY

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Service: [UI/UX Design & UI Development](#), [Mobile App Development](#), [Technology Application Assessment](#), [Technology Advisory Services](#), [Architectural Technology Assessment](#), [Front-End Development](#), [Back-End API Development](#), [DevSecOps](#), [Managed Services](#)

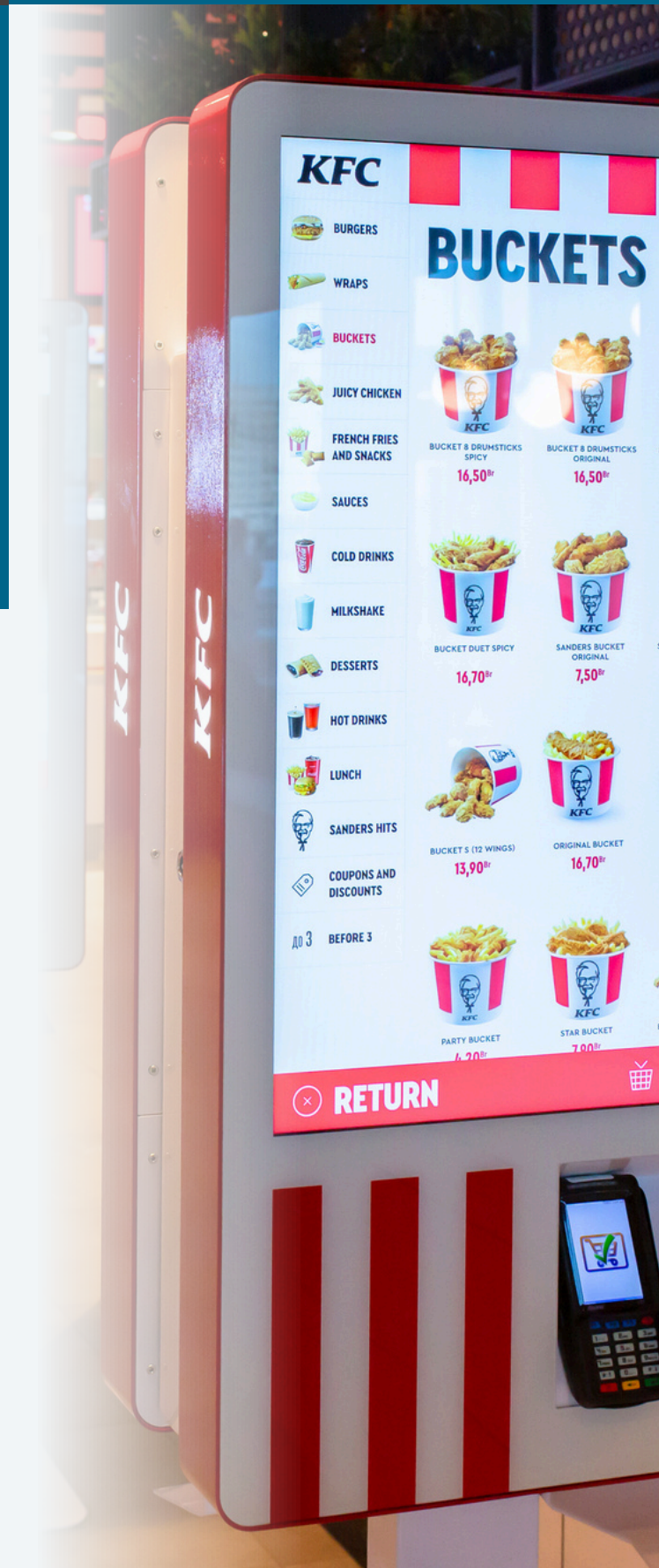
Industry: Food/Beverage

Tech Stack: Native Android (Java, Kotlin, etc.), .NET Core, C#, MongoDB, RabbitMQ, Kubernetes, Helm, GitLab, Fleet, Docker, Azure, Terraform

Self-service kiosks are becoming an ubiquitous presence at quick service restaurants. For good reasons, kiosks can help improve order accuracy and customer satisfaction. They can also assist with reducing labor costs, lifting sales and increasing order value.

KFC — a global quick service restaurant icon renowned for its signature fried chicken, which has become synonymous with comfort food and fast service — wanted to implement a kiosk system across all of their U.S. restaurants to capture that value and increase customer satisfaction. With a majority-franchise model, KFC needed a technology solution that was easy to deploy across diverse franchise locations.

Growth Acceleration Partners (GAP) was the right choice to lead this innovative initiative in a way that best aligned with KFC's vision for scalability and superior customer engagements.





IMPLEMENTATION CHALLENGES AND MULTIPLE ATTEMPTS

KFC is known for its extensive international presence, strong brand identity and high-volume operations. But even for a company of this size, getting started on large projects can be daunting! There are many considerations. Do you buy an existing solution, port from another solution, or build from scratch?

Kiosk systems are complex to deliver, and there's difficulty controlling its implementation costs, especially when integrating with custom POS systems, providing support for ADA requirements and installation details, and needing to support specific vendor hardware and data formats.

Scaling a solution that runs on multiple kiosk devices across 4,000+ U.S. restaurants poses additional challenges in supportability, observability and reliability. The limited or unreliable internet connectivity their restaurants can experience can further pose challenges, with typical solutions requiring more consistent connectivity.

Having both corporate and franchise-owned restaurants also creates additional challenges. While being able to commit to deploying new systems to corporate restaurants can be a more straightforward task, convincing franchise owners into new systems can be difficult, especially if you can't prove the value. And you absolutely must deliver an affordable solution that meets their needs.

KFC's initial two attempts didn't go well. And this led them to further discussions with their parent company, Yum! Brands, and sister companies, as Yum! also owns Pizza Hut, Taco Bell and Habit Burger & Grill.

After deciding to re-purpose a kiosk implementation from Taco Bell, KFC needed a partner to help them kick-start and implement a successful kiosk solution. And this is where GAP stepped in.





THE GAP APPROACH TO SUCCESS

KFC needed an expedient implementation that showed real value. GAP's approach to success for the KFC kiosk solution followed a five-step process.

1. Understand the “why” behind KFC's specific needs and metrics for success.
2. Perform a software and environment assessment to understand the current state and needs.
3. Develop a phased plan that aligned with KFC's needs, timeline and metrics.
4. Investigate UI design and customer experience efforts to discover customer needs, and re-brand the kiosk to fulfill KFC's specific needs, ensuring customer delight.
5. Implement a phased approach to port existing code for KFC's needs, remove unnecessary functionality and modernize, and develop features specific for their business needs.

GAP's approach allowed us to deliver a successful implementation that proved the value in a pilot of KFC corporate-owned restaurants. Franchise owners showed overwhelming initial buy-in after the kiosk system was demonstrated at a yearly KFC conference.





GAP'S VALUE PROPOSITION

GAP brings a wealth of knowledge and experience with creating successful and affordable projects that delight customers. Our expertise in the retail and the quick service restaurant industry — with self-service customer ordering and POS system integrations — allowed GAP to truly understand KFC's needs and deliver a truly valuable solution for customers, franchisees and corporate business partners.

GAP provided the following services:

- Project planning and management
- User Experience and design
- Technology advisory and assessment
- Application development



KFC OUTCOMES

KFC is more than a fast-food chain; it's a cultural phenomenon. And now it's an innovation leader too. KFC's kiosk system is currently installed in 2,000+ restaurants — with typically 2 to 8 kiosks per restaurant. And the kiosks continue to roll out to additional restaurants as hardware is purchased and installations are scheduled across the U.S.

GAP has been instrumental in delivering a kiosk system that fits the needs of KFC, and has adapted the system to support both their legacy and new versions of POS systems and hardware variations. This implementation allows KFC the flexibility to further integrate future marketing, sales programs and functionality.

The kiosk system built by GAP allows KFC to experiment with their offerings, marketing approach and the ordering process to maximize order value and customer satisfaction.

