Overview

The ambition of McDonald’s Goyang Samsong DT was to become a 100%, fully digital drive thru location. By replacing outdated paper menu boards and promotions, McDonald’s would ensure maximum customer engagement, improved store efficiency and significant cost savings. Samsung’s heritage in Smart digital signage and the quick-service restaurant (QSR) industry, along with its existing relationship with McDonald’s, made it the ideal partner for McDonald’s to embrace digital transformation across the globe.

Customer Needs

As McDonald’s looked for areas of strategic growth in South Korea, opening a store with a drive thru presented several challenges. Historically, drive thru locations had not been widely utilized in the region due to high population density in cities. However, as suburban areas have started to expand in recent years, McDonalds identified the Goyang Samsong store as a viable drive thru store option. In developing the store, the team identified concerns with using conventional menu boards both inside and outside the store. They recognized a need for displays with higher visibility that would stand out in this environment. They also noted a higher level of labor associated with more traditional menus and signage.

About McDonald’s Drive Thru

Founded in 1940, McDonald’s is the world’s largest restaurant chain by revenue, serving over 69 million customers daily in more than 100 countries. The Goyang Samsong Drive Thru (DT) is located in the suburban area of Seoul, which has been newly developed to meet the needs of young professionals living in the city who are familiar with new technologies, making it the ideal location for the first 100% digital drive thru.
Smart Signage accelerates the full digitalization of McDonald's drive thru

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For more information about Samsung Smart Signage, please visit www.samsung.com or www.samsung.com/displaysolutions.

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