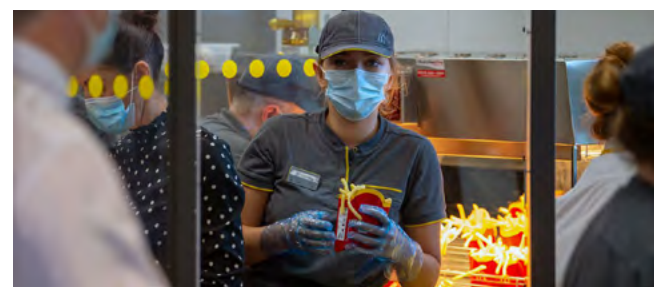
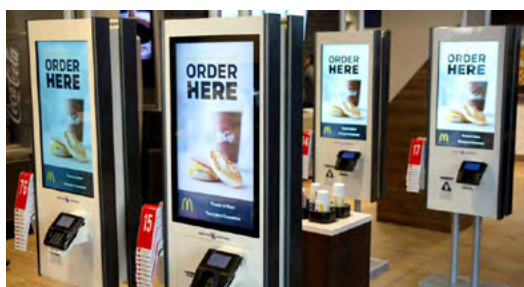




McDonald's Order Accuracy Analysis



“@McDonalds your drive through staff need better hearing devices because they don’t listen to what your ordering, wrong order the last 4 times I’ve been, #imnotlovingit”



SOCIAL MEDIA INVESTIGATION

OVERVIEW

COVID-19 dining restrictions have increased demand for delivery and drive-through options, which has amplified existing problems with order accuracy and created new challenges. Negative sentiment related to order accuracy stemming from technical issues, trafficability, and poor communications shape the customer experience and negatively impact McDonald's brand. However, McDonald's franchises are well positioned to easily address these issues.

KEY FINDINGS

- Poor order accuracy negatively influences McDonald's brand
 - ▷ 67% negative sentiment associated with McDonald's drive-through experience
 - Technical issues present the greatest challenge

RECOMMENDATIONS

- Upgrade drive-through technical components
- Personalize the drive-through customer experience
 - ▷ Include video to enhance audio communications
 - ▷ Assign individual's names to orders
- Use social media to identify and proactively engage customers who have negative experiences
 - ▷ Provide incentives to change attitudes (e.g., free fries)

DATA ANALYTICS

ENODO's analysts collected 662,132 data points on topics related to order accuracy with McDonald's drive-throughs between January 22, 2021 and April 22, 2021 which included 321,483 Tweets, 171,897 Facebook posts, 82,668 Instagram videos, 52,025 YouTube comments, 23,178 Tik Tok videos, 6,380 RSS feeds, 3,291 New sites, and 1,210 RSS feeds.

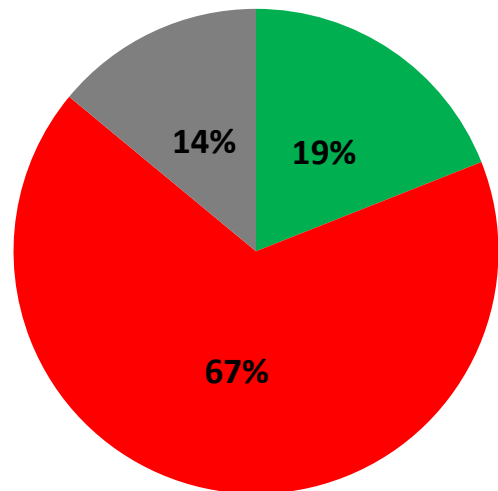
SOCIAL MEDIA INVESTIGATION

SENTIMENT ANALYSIS

Measured public sentiment within discussions associated with McDonald's drive-through order accuracy between January 22nd and April 22nd, 2021.

Overall Sentiment:

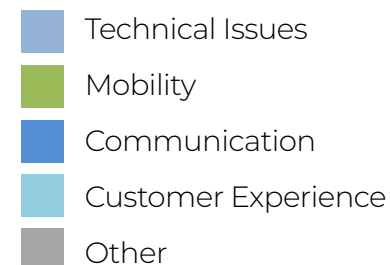
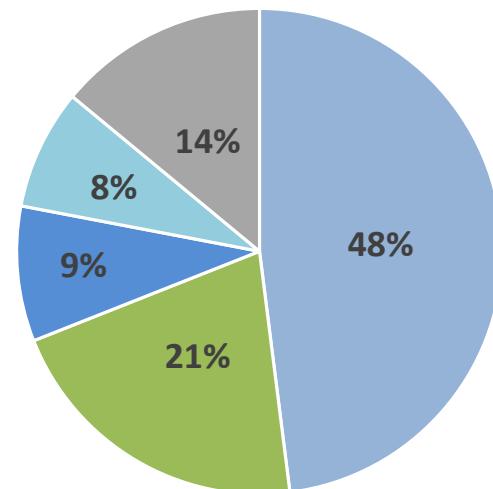
- **Positive sentiment** (19%) is linked to interest in promotions (e.g. BTS Meal)
- **Negative sentiment** (67%) is attributed to pervasive problems that impact the customer experience (e.g. technical issues, language issues)
- **Neutral sentiment** (14%) provides an opportunity to positively shape public perception



TOPIC MODELING

Revealed the top four (4) topics associated with McDonald's drive-through order accuracy:

- **Technical Issues:** 48% commented on technical problems encountered during the ordering process (e.g., speakers not working)
- **Mobility:** 21% complained about trafficability issues at drive-throughs (e.g. traffic jams)
- **Communication:** 9% expressed frustration with audibility issues and language barriers (e.g. Spanish accent)
- **Customer Experience:** 8% mentioned poor customer service (e.g. unprofessional behavior)



"@McDonalds takes drive through orders one by one and they STILL take an hour and mess it all up. @ChickfilA got like 7 kids out here taking orders in line and it still comes out perfect every time and I'm out in 5 minutes"



"Oh you're new to the country and barely speak English? You'll be taking orders at the drive-through speaker."

SOCIAL MEDIA INVESTIGATION

QUALITATIVE RESEARCH

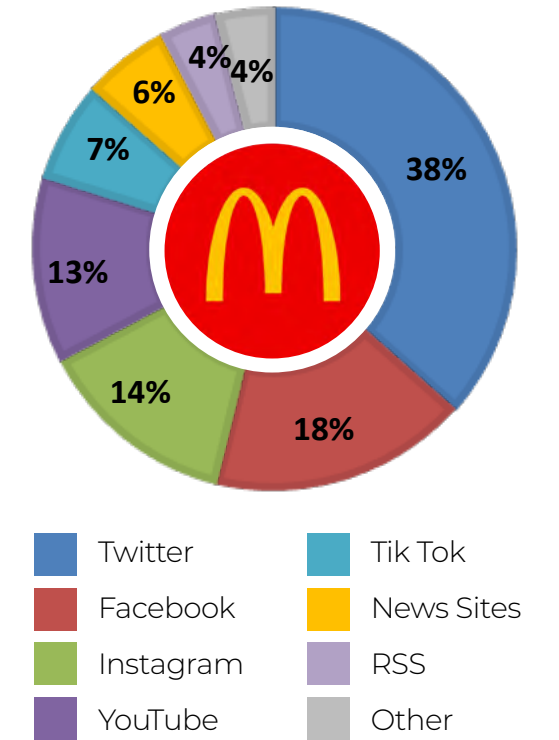
Analyzed comments associated with each topic and measured their corresponding sentiment (Table 1)

- **Technical Issues:** Received the highest negative sentiment (82%)
- **Mobility:** Current challenge due to COVID-19 restrictions, which increased traffic volume at drive throughs
- **Communication:** Negative sentiment (54%) primarily due to language issues (i.e. Spanish accent)
- **Customer Experience:** Negative sentiment (42%) stems from poor customer service from McDonald's crew

“Forgive me for offending your sensibilities McDonalds drive through worker, but in my experience you fuck up orders 93.7% of the time, so I’m going to check the bag before I drive away.”

SOCIAL MEDIA DISTRIBUTION

- Measured online distribution of discussions related to McDonald's drive-through order accuracy: McDonald's customers frequently use social media to express their frustration (e.g., 34% post videos taken during the drive-through process and 29% tag competitors)
- 38% appeared on Twitter
 - ▷ 68% contained social media handles of competitors (e.g. Chick-fil-A)
- 18% were found on Facebook
 - ▷ 47% were replies to comments
- 14% were found on Instagram
- 13% appeared on YouTube
- 7% were found on Tik Tok



Trending Topics	%	Public Sentiment			Context	Narrative
		Positive	Negative	Neutral		
Technical Issues	48%	9%	87%	4%	Recurring technical problems in McDonald's franchises during the ordering process.	"Here is what the fast food companies can do. GET BETTER SPEAKERS AND COMMS for the order takers in drive through. How r we still using stuff from decades ago @McDonalds"
Mobility	21%	19%	63%	18%	Current challenges due to COVID-19 restrictions which increased traffic volume at drive-throughs.	"Does a long line at the McDonald's drive-through count as a traffic jam? Asking for a friend who's running late for work."
Communication	9%	18%	54%	28%	Frustrations with language and communication with McDonald's employees.	"Had that problem years ago in a @McDonalds drive through 3rd day in a row they got my order wrong not just incomplete when I went inside only the manager spoke English I told him just give me back my damned money and hire English speakers not foreigners"
Customer Experience	8%	28%	42%	30%	Poor customer service from McDonald's employees.	"I drove up to the speaker at the @McDonalds drive through and after a long pause, I heard "I'm in the bathroom! Can you place your order at the window?!? I don't think that I need that McRib after all? ;)"
Other	14%	ENODO's analysts collected 662,132 data points on topics related to order accuracy with McDonald's drive-throughs between January 22, 2021 and April 22, 2021 which included 321,483 Tweets, 171,897 Facebook posts, 82,668 Instagram videos, 52,025 YouTube comments, 23,178 Tik Tok videos, 6,380 RSS feeds, 3,291 New sites, and 1,210 RSS feeds.				

Table 1: Qualitative Analysis



“McDonalds uses “AI” to handle drive through orders. How long before everyone just yells “REPRESENTATIVE!” into the mic?”



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