



Rethinking Contact Forms with Arvato Conversational AI.

Arvato Systems has a long history of servicing customers for large organizations in many areas of retail.

In collaboration with Arvato Supply Chain Solutions, Arvato Systems has developed a chatbot for McDonalds.



For us the chatbot represents a busy colleague who works 24/7 as a doorman. Due to his help in answering standard requests the human employees can focus on individual customer concerns.

Laura Grohmann
Expert Account-Manager, Arvato SCS

The challenge

Customers increasingly prefer conversational options that are oriented toward messengers and solve the customer's problems as immediately as possible. Complaints in system catering are a high priority: issues that are answered with an online offer of information and self-service can distract from the timely handling of high-priority questions and should be avoided. Thus, apps are becoming increasingly important for the service catering industry and their use should be supported by self-service.

The Customer

- McDonald's Corporation is a U.S. operator and franchisor of global fast-food restaurants and the world's largest company by revenue in this area.
- McDonald's currently operates over 35,000 restaurants in 120 countries.
- Nowadays customers expect permanent availability for their requests.
- Similar to the streamlined service in their restaurants McDonald's wanted to enable a self-service for customers online.





Vision

A chatbot is created as the only contact channel for McDonald's customers. It opens up a new way to offer information and self-service content. This is a conversational experience that replaces or extends the traditional email form. To support the launch of the new website and a globally rolled out app, questions about new features and offerings in the restaurants should be answered FAQstyle or as part of a dialogue. The chatbot will be populated with personality and Eastereggs to appeal to McDonalds' target audience. To be able to help in urgent cases, an integrated callback function will be placed so that the problems can be solved by a human.

Solution

The chatbot was created and implemented with Arvato Conversational AI. The integration was done with the backend system of the customer care. A callback support was integrated in order to be able to clarify customer concerns that the chatbot cannot help with. The chatbot solution completely replaced the existing email-based contact form and replaced it with an interactive chat that can answer many of the customer's questions directly.

Our Services

Our services include consulting and selection for the use cases to be implemented, dialog design, building the language model, integration into McDonalds' backend systems, and operation and further development. We offer our customers comprehensive support in the planning and implementation of projects in the field of artificial intelligence and speech processing. Through our expertise and experience, we are able to offer individual solutions that are precisely tailored to the needs and requirements of our customers.

Customer Benefits

With its Arvato Conversational AI solution, Arvato Systems made us the best offer for the implementation of our chatbot. The strong user orientation and uncomplicated integration into the McDonalds website made it easy for us to digitize the relevant customer support requests and have them handled by the bot. Particularly important was the possibility to arrange a callback by a human being and the detailed reporting on various KPIs of the chatbot in addition to the direct answering of customer queries.

You have questions, need information or a contact?
Get in touch with us.

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Arvato Systems is an international IT specialist that supports major companies in Digital Transformation. We stand for strong industry knowledge, in-depth technology expertise and a clear focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes, and take on IT systems operation and support. As part of Bertelsmann, we are built on the solid foundations of a German global corporation. At the same time, we rely on our strong strategic partner network with top international players such as AWS, Google, Microsoft and SAP. We make the digital world easier, more efficient and more secure and our customers more successful. We Empower Digital Leaders

Case Overview

Task

- Relieve customer support
- Automated answering of standard inquiries.
- The chatbot should have a personality that suits McDonalds

Technology

- Arvato Conversational AI
- AWS Lambda
- AWS Beanstalk / EC2
- AWS Kinesis
- AWS RDS
- AWS Redshift

Result

- A chatbot that has been running successfully since 2020 and answers approximately 15,000 customer inquiries per month
- Integration with McDonalds' CRM system
- Integrated automated callback support with AWS Connect

