Capgemini Quick Start Commerce for Quick Serve Restaurants (QSRs)

Keeping customers connected to their favorite restaurants

From large national chains to local favorites, quick-serve restaurants (QSRs) are facing a world of change. Aggressive pushes for enhanced digital experiences and continued social distancing place the onus on these restaurants to transform themselves and leverage digital channels to drive business and maintain local safety guidelines to ensure their customers' safety.

This is why Capgemini designed the Quick Start Commerce for QSRs offering. Designed with industry-specific needs in mind, the multifaceted solution enables eateries to launch a fully functional, omnichannel food-ordering experience in an ultra-rapid timeline.

The solution is based on Capgemini's unrivaled Salesforce experience and battle-tested methodologies, ensuring that restaurants have a solution that engages customers and drives business. In just 10 weeks, clients will have an experience that enables online ordering and curbside pickup to meet today's new dining demands and completely transform their business.

Value drivers

- Rapid deployment timeline
- Enhanced omnichannel ordering experience
- Improved brand loyalty
- Alignment with new societal dining habits

Features

- Brand style guide applied to the Storefront
- Curbside pickup enablement
- Menu, availability, and pricing feeds for all individual restaurant locations
- Customer text notifications
- "Favorites" capabilities to expedite repeat orders

Technology

The Capgemini Quick Start Commerce for QSRs offering is supported by leading digital technologies. The program packages together multiple Capgemini Salesforce offerings to create a comprehensive QSR ordering solution that can be delivered in just 10 weeks.

Salesforce Commerce Cloud (SFCC) Implementation		Salesforce Order Management System (OMS) Implementation	Payment Integrations	Tax Intergrations
Capgemini QSR Accelerator for SFCC	Capgemini Order Picker for SFCC	Capgemini Timeslot Manager for SFCC	Capgemini Returns for Salesforce OMS	Cybersource and Adyen	Vertex or AvaTax

About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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