

Chain Store Age, US: Jack in the Box App Released as Part of Overall Digital Transformation



Excerpts from Chain Store Age's article:

"Jack in the Box is releasing its first-ever customer mobile app as part of a larger digital transformation it is designing with technology from Cognizant. The app enables customers to view menus, exclusive promotions and everyday value deals, and find the nearest location. Users also have one-tap functionality to place orders in advance and pay using their mobile phones. It is now available for use at the more than 2,200 Jack in the Box locations in the U.S.

Jack in the Box partnered with Cognizant to understand customer requirements and corporate workflows, and to create a scalable digital platform. Cognizant surveyed customers about their restaurant experiences and preferences, and then worked with industry experts to identify operational efficiencies and best practices. Data generated by app usage flows to kitchen and CRM tools to improve business insight and decision-making."

Click [here](#) to read more.

<https://news.cognizant.com/2019-03-12-Jack-in-the-Box-App-Released-as-Part-of-Overall-Digital-Transformation>