

## QSR Web, US: Jack in the Box Releases its First Mobile App Created by Cognizant

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*Excerpts from QSR Web's article:*

"Jack in the Box is betting — like so many other QSR brands — that mobile phones are not only 'where it's at,' but where it will be for customers far into the future. That's why the brand said in a news release that its first mobile app is designed to be the ultimate 'on-the-go' tool. Through the Cognizant-created app — now available for the QSR's more than 2,200 U.S. locations — customers can scan menus, view promotions, find nearby stores, order and pay, all from their phones.

The San Diego-based chain worked with Cognizant to get a clear picture of what the brand's customers want and need, along with determining the required workflows to meet those needs in a scalable digital platform. Cognizant surveyed Jack in the Box customers to gauge experiences and preferences with the chain, then turned to restaurant industry experts to identify operational efficiencies and best practices.

The app created is not only the chain's first, but also elegant in its design, according to the brand. It offers customers one-tap order-and-pay function and flows smoothly with kitchen and customer relationship management tools. The company anticipates the end result will be better business insights and thus, better business decision-making."

Click [here](#) to read more.

<https://news.cognizant.com/2019-03-12-Jack-in-the-Box-Releases-its-First-Mobile-App-Designed-by-Cognizant>