

## Consulting US: Cognizant Develops Digital Transformation Strategy for Burger Chain Jack in the Box



"As a highly recognized brand in the fast-food industry, Jack in the Box understands what on-the-go convenience means for their customers and their business," said Joe Rajadurai, Cognizant's North American head of the travel & hospitality sector. "Jack in the Box turned to Cognizant to elevate the guest experience and utilize digital technologies to increase efficiencies while also setting the table for future in-store and online offerings."

*Excerpts from Consulting US' article:*

"Digital transformation is an important touchpoint in the fast food industry, just as it is in many others. Squeezing out operational value, staying ahead of the competition, and forging stronger customer relationships are just part of what a strong digital strategy can bring to an organization.

Jack in the Box, which has over 2,200 restaurants mostly centered on the West Coast market, has tapped Cognizant to develop its new digital strategy.

'At Jack in the Box, we're committed to harnessing digital technologies to improve every part of our business from the guest experience to our back-office operations,' said Adrienne Ingoldt, VP of marketing communications at Jack in the Box. 'Cognizant knows the hospitality industry and understands what it takes for a restaurant to be competitive.'

Cognizant's digital consultants surveyed customers about their experiences and preferences, while identifying operational efficiencies and industry best practices. The resulting mobile app – Jack in the Box's first – provides 'one-tap' functionality for ordering and payments, as well as the ability to view menus, value deals, and exclusive promotions. The app also integrates customer relationship management tools to provide improved business insight for the restaurant chain."

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