

Client: McDonald's Australia
Industry: Hospitality
Service: Communications / Installation
Results: Statewide implementation
Efficient, fuss-free installation
Refined electrical solution

McDonald's restaurants benefit from ComSpark P.R.I.C.E.

McDonald's identified a need to further streamline various aspects of operations and procedures after an increase in customer wait times both in-store and via drive-throughs.

The burger giant developed the 'My Macca's' app, an innovative solution that allows customers to pre-order meals via smartphone and tablet devices.



Part of the implementation required an efficient and reliable electrician to install various pieces of electrical/communication equipment initially within two Perth trial restaurants in March 2013.

The company had no previous provider or standing contractor suitable for the job as the specific technology components and the existing electrical pathways in-store required a refined, specialist plan.

Large LCD TV screens to display orders for pick-up had to be connected to a datacenter via a network of Cat 5 and Cat 6 pathways with an adjoining media converter.

The concise electrical design and layout system of McDonalds restaurants means that space comes at a premium, as such the roof space is extremely tight and any additional cabling needed to occupy as little space as possible whilst conforming to strict electrical protocol.

With McDonald's restaurants serving throughout the day, it was recognised that in order to not disrupt valuable trade, it was essential that the technician be punctual, reliable and appear cleanly to carry out the work thoroughly and efficiently the first-time.

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In such a scenario, it is easy to understand how McDonald's would benefit from ComSpark's longstanding P.R.I.C.E values.

- Positivity:** approach everything with a positive 'can do' attitude
- Reliability:** always do things when we say we will, and do it perfectly every time
- Initiative:** foster and encourage initiative in all our employees
- Caring:** care about and for our staff and our clients
- Efficiency:** no fuss, no mistakes, urgency without haste or drama

In June 2013, the initial trial was deemed a success and after positive feedback from the project's management ComSpark was contracted to carry out the electrical and communication work state-wide.

"We use ComSpark for all our data and electrical requirements in Perth.

ComSpark are probably our best agent Australia wide.

The customer service, attention to detail and friendly outlook is what sets them apart. I never have to chase up a job, ComSpark stick to what they say and that is rare in this industry.

ComSpark are a premium corporate electrical contractor who deliver on all levels and understand all requirements set forth. I highly recommend ComSpark and would not recommend any other company."

Danny H, Managing Director, Third-Party Project Management Team

ComSpark dedicated a small team to the installation and completed works over the course of sixteen weeks, two weeks earlier than the allocated timeframe.