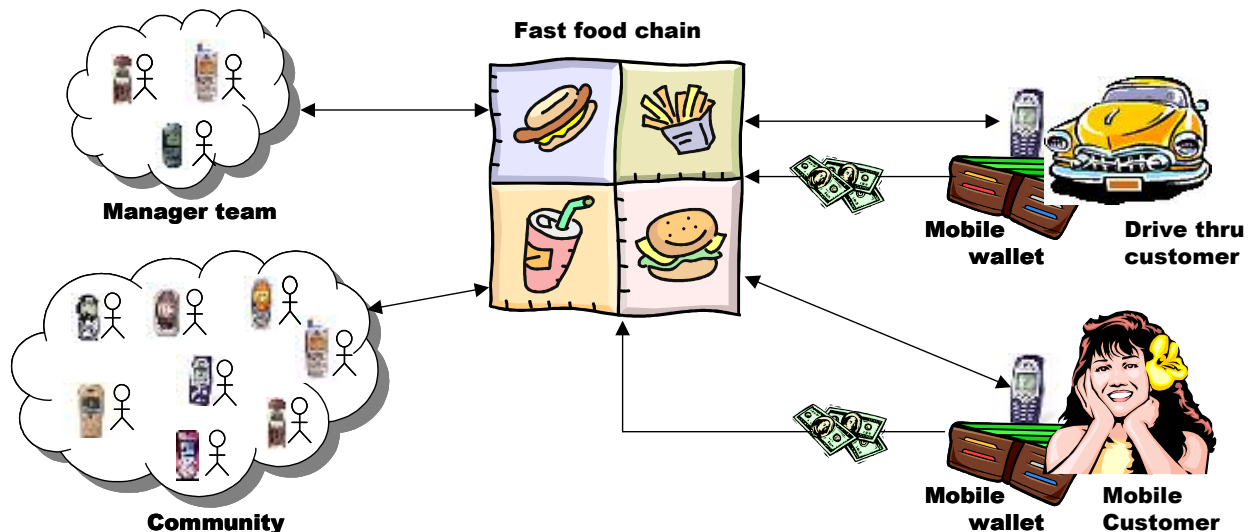


**Concept type**  
Corporate SMS

**Business Sector**  
Fast food

**Date**  
May 2003

## Mobile communication in the fast food business



### Communication with the managers in restaurants chains

The central management can use mobile messaging to communicate with their managers in the orbit restaurants. It's ideal for small messages broadcasted to all and can also be combined with a receipt from the receiver.

### Customer community

Send the customers a birthday-SMS, and give discount next time they visit one of the restaurants. With mobile wallets another idea is to let the customers give "value coupons" as gifts to their friends.

### Order

In crowded restaurants the customers can order meals by sending an SMS from the table. The table must be numbered. The order may be printed on a wireless printer behind the counter, or integrated into the cash register. The customer will receive a message that the order is received and under processing.

The drive-through customer can order his menu from the mobile phone.

### Payment

Payment can be done with a mobile wallet. Both indoor customers and the drive through ones can pay with their mobile phones.