your workspace

McDonald's

A Zens Case Study

The client.

As one of the world's leading restaurant chains, McDonald's take pride in welcoming 3.2 million guests each week across 250 restaurants in The Netherlands.

Their focus is on exceptional service, tasteful food and creating a welcoming environment for everyone.

To enhance the guest experience, several restaurants across the Netherlands, Belgium, Germany, the United Kingdom, and the United States have teamed up with Zens to integrate wireless charging into their tables. This added convenience is designed to serve guests who are always on the move.

zens

The solution.

In several tables at McDonald's restaurants across The Netherlands and Belgium, Zens wireless chargers are integrated. By choosing for a blind, sub-surface integration, the functionality of wireless charging is combined with interior aesthetics as well as a nice detail in McDonald's branding.

This way of integration wireless charging also meets the high hygiene standards, as tables can still be cleaned very easy.

Across The Netherlands and Belgium, Zens wireless chargers have been seamlessly integrated into McDonald's restaurant tables.

By opting for a discreet, sub-surface installation, the wireless charging functionality is elegantly merged with interior design, while also complimenting the brand.

This method of integration not only enhances the visual appeal, but also aligns with strict hygiene standards as tables remain easy to clean.

View from the customer.

"I love the integrated wireless chargers in our restaurant. We truly offer some extra service and relevant convenience to our guests who often are on the go and are happy to be able to charge their device.

Also, the guest feedback is absolutely wonderful! Guests are positively surprised by this extra service. Wireless charging is one way for us to live our promise for good times."

Restaurant Manager

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