

# FORTUNE 500

How did we build

## The design Center of Excellence (CoE) for a \$13B restaurant giant

### Client **Ask**

We are not digital native but physical first restaurant business. Therefore, our online business is lower than 2% of our revenue. We are keen to increase the online revenue to be at least 10%+.

### Client **Challenges**

Lacked design expertise, omnichannel integration and analytics.

Needed guest experience strategy to plan yearly digital roadmap.

Designs created by engineers frustrated users and increased drop-off.

### Our **Solution**

**Global**

Design CoE established



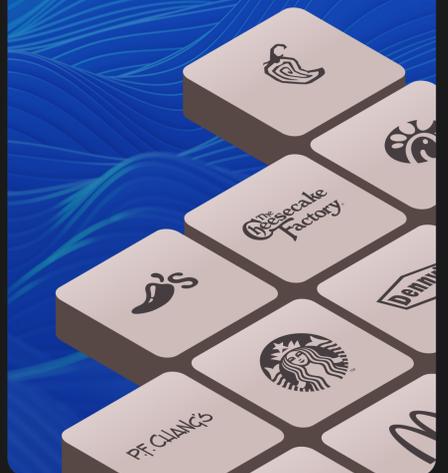
**25+**

In-person & remote usability sessions



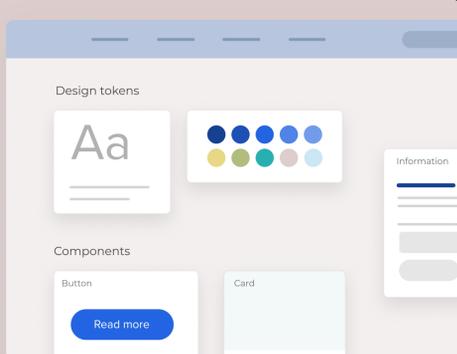
**1**

Governance & roadmap ownership framework



**12**

member design team coordinating round the clock



**12**

Leadership listening sessions



**10**

Brands standardized



**15+**

Omnichannel ecosystem integration



### Business **Impact**



Digital ordering evolved into a core revenue channel across brands, supporting **13%** of the total revenue growth of \$13B.



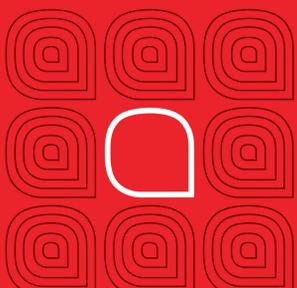
Shifted from engineer-led interfaces to user experience driven, usability-validated design that reduced drop-offs by 45%.



Reduced platform design and development time by **30%** through a unified design system, reusable component libraries, and AI-accelerated UI build, ensuring faster rollout across web and mobile.



Strengthened omnichannel orchestration across digital platforms, contributing to a 25% increase in digital reach.



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Designing Experience  
Engineering Trust