

Burger King will use GPS and traffic data on Google Maps to sell burgers to customers with traffic jams

According to Bloomberg, Burger King is planning to launch a new sales service using GPS technology and Google's positioning data, which will help unfortunate customers get stuck in their sandwiches. Their meat, chips and Coca-Cola water are easy.

According to Bloomberg, Burger King is planning to launch a new sales service using GPS technology and Google's positioning data, which will help unfortunate customers get stuck in their sandwiches. Their meat, chips and Coca-Cola water are easy.

By using GPS and data from Google's mapping service, Burger King will track traffic information and traffic jam conditions to deliver to customers' locations when they cannot reach. Direct purchase place is more effective.



This service will be opened by Burger King in Mexico City, Sao Paulo, Los Angeles and Shanghai.

Currently, Burger King is testing this service in Mexico. Burger King intends not to use the company's dedicated delivery motorbikes, but will use Rappi platform for delivery.

However, when implementing this new service, one of the important issues that Burger King will face is the delivery time to ensure the meal is always hot and the drinks are cool. But for those customers who are stuck in traffic too far, fast delivery will face big difficulties.



According to Gustavo Lauria, creative director of We Believers, the company is cooperating with Burger King, this fast-food chain is still trying to change services and will offer new and safer delivery methods. .

Many people said that Burger King may deliver goods by drone so that they can deliver food to customers promptly.

This delivery method was also tested by Domino's fast food chain in 2016 but failed. And now Amazon is also testing delivery service with drone called Prime Air.

Burger King has not yet confirmed anything about Google's new sales strategy based on GPS and data. However, the above information shows the potential of applying GPS technology and Google's positioning data in sales is huge, this is an opportunity for food and beverage companies.

You finished reading the article "**Burger King will use GPS and traffic data on Google Maps to sell burgers to customers with traffic jams**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.