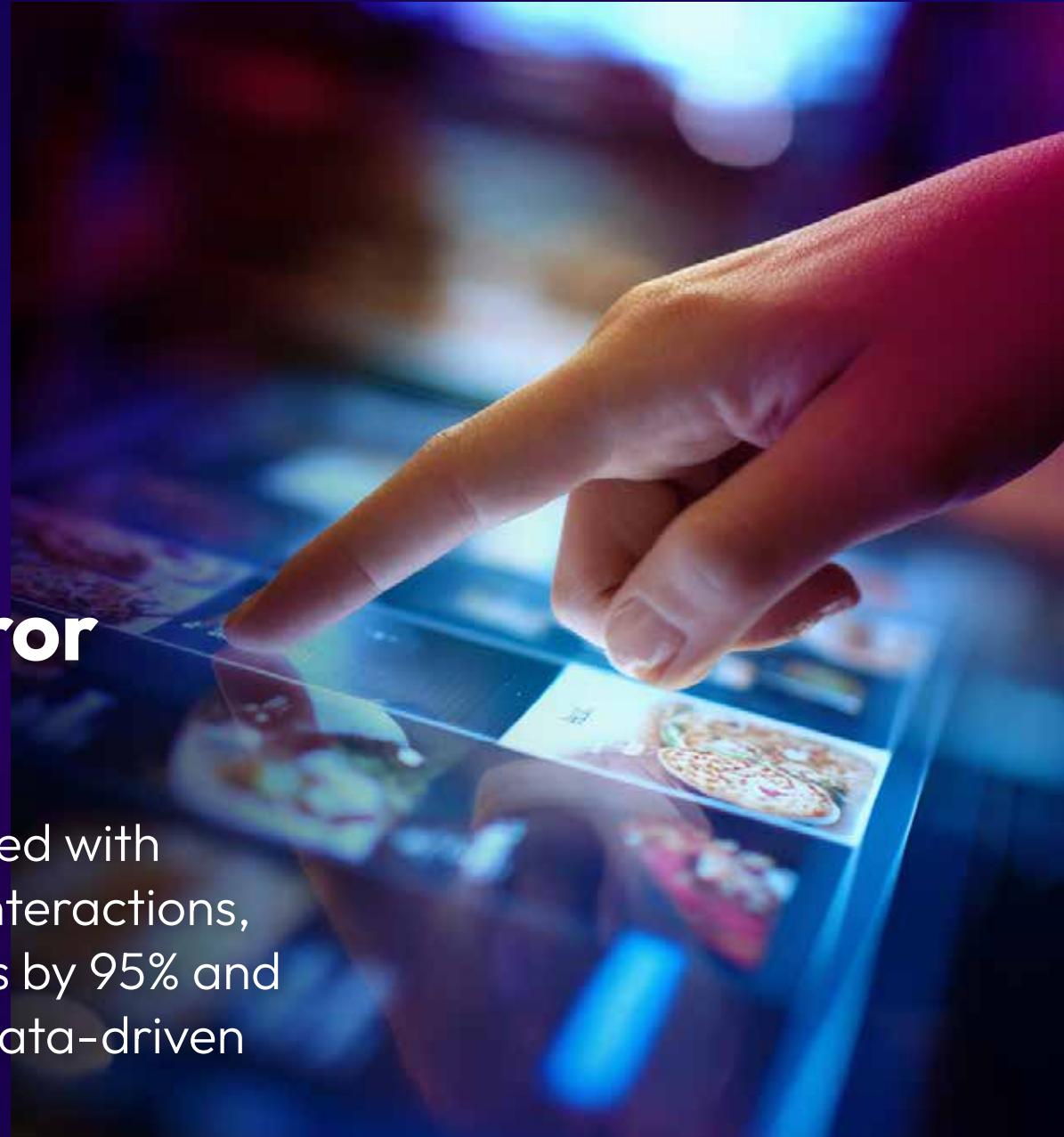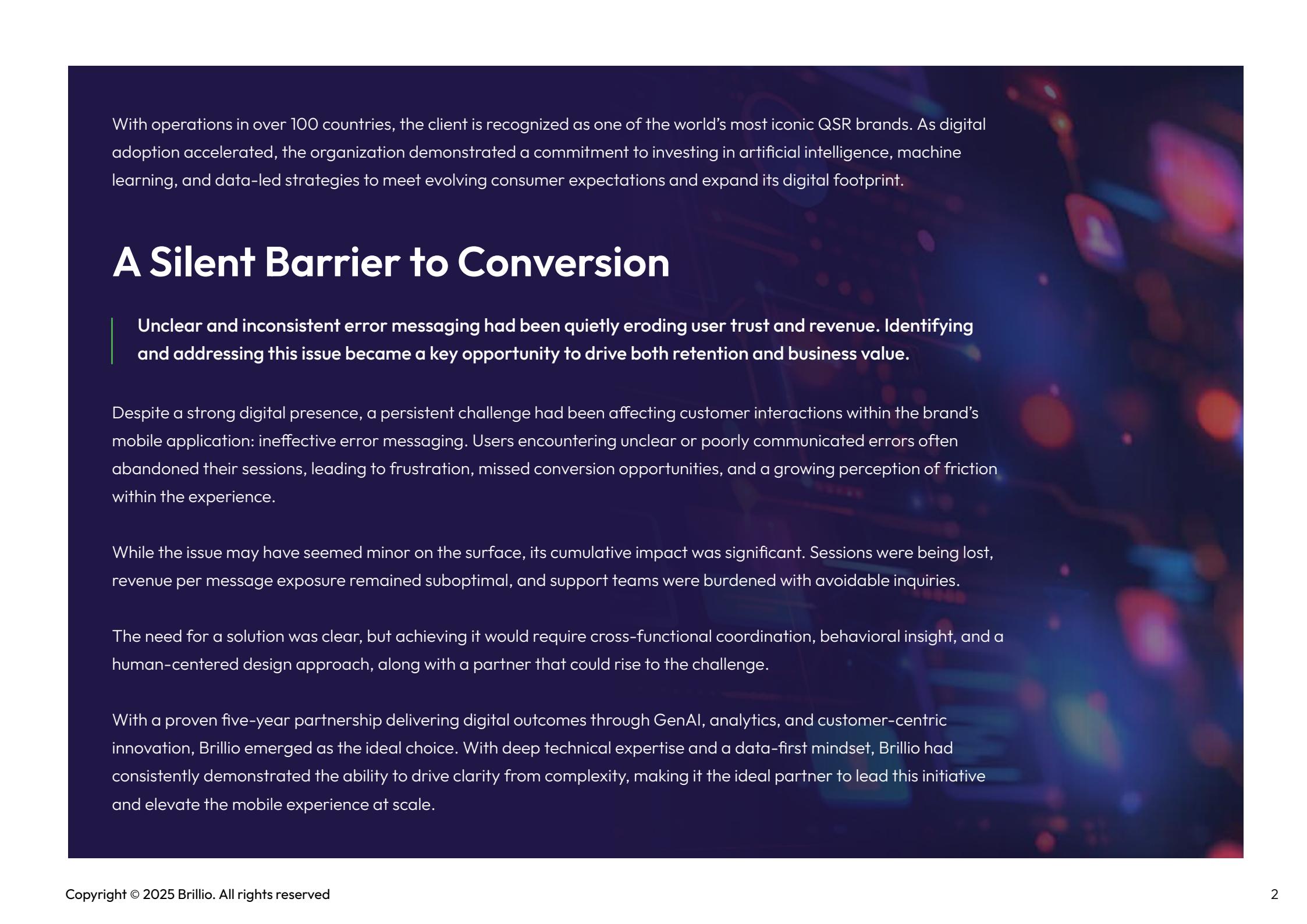# brillio

QSR Giant Ups Satisfaction via Error Code Fixes

A global fast-food giant partnered with Brillio to transform mobile app interactions, reducing generic error messages by 95% and boosting engagement through data-driven optimization.

With operations in over 100 countries, the client is recognized as one of the world's most iconic QSR brands. As digital adoption accelerated, the organization demonstrated a commitment to investing in artificial intelligence, machine learning, and data-led strategies to meet evolving consumer expectations and expand its digital footprint.

A Silent Barrier to Conversion

> Unclear and inconsistent error messaging had been quietly eroding user trust and revenue. Identifying and addressing this issue became a key opportunity to drive both retention and business value.

Despite a strong digital presence, a persistent challenge had been affecting customer interactions within the brand's mobile application: ineffective error messaging. Users encountering unclear or poorly communicated errors often abandoned their sessions, leading to frustration, missed conversion opportunities, and a growing perception of friction within the experience.

While the issue may have seemed minor on the surface, its cumulative impact was significant. Sessions were being lost, revenue per message exposure remained suboptimal, and support teams were burdened with avoidable inquiries.

The need for a solution was clear, but achieving it would require cross-functional coordination, behavioral insight, and a human-centered design approach, along with a partner that could rise to the challenge.

With a proven five-year partnership delivering digital outcomes through GenAI, analytics, and customer-centric innovation, Brillio emerged as the ideal choice. With deep technical expertise and a data-first mindset, Brillio had consistently demonstrated the ability to drive clarity from complexity, making it the ideal partner to lead this initiative and elevate the mobile experience at scale.

Engineering a Scalable, Data-Driven Messaging Framework

The initiative began as a global effort to reduce unclear messages, improve message usability, and drive business outcomes tied to user retention and revenue optimization.

To initiate the transformation, a comprehensive monitoring framework was implemented to track in-app error message performance across key global markets. Weekly reports were generated to monitor message movement and identify spikes or irregular patterns in real-time. These reports served as the foundation for rapid diagnostic efforts, where potential root causes of error surges were investigated with precision.

In parallel, financial impact assessments were conducted by matching specific error messages to segmented user cohorts, to quantify the financial impact of unclear messages and prioritize fixes based on estimated revenue loss. Audience behavior was analyzed using a combination of clickstream insights, transaction records, and digital ordering data. The performance of users who encountered particular error messages was compared to a broader control group of similar customers, analyzing variables such as order frequency, purchase value, product category, and fulfillment method.

Through this tightly integrated strategy, a data-backed roadmap was created, targeting the most disruptive message patterns first, and continuously refining error experiences for greater usability and business value.

Additionally, while previously tied to an eight-week release cycle, message updates were decoupled through the introduction of a strings management tool, enabling real-time control. Message edits, A/B tests, and copy refinements could now be executed independently, unlocking speed and autonomy.

Adjustments to tone and clarity were made iteratively, while internal alignment was established across various functions and stakeholders. This effort had an immediate impact, with results – such as a decrease in fallout rates and an increase in revenue generated per message exposure – starting to show in as little as 90 days.

> What began as a UX tweak evolved into a system-wide shift, powered by analytics, automation, and tight cross-team orchestration.

Measurable Impact, Enduring Value

Within the first year, the initiative delivered substantial business results. Generic error messages were reduced by 95%, leading to improved app performance and greater user satisfaction. Revenue per message exposure increased significantly, as clearer messages helped reduce fallout and boost engagement.

Operational efficiency improved as well, with a measurable drop in support team workload, better retention of active users in key markets and a measurable lift in conversions. These outcomes validated the broader business case for investing in error experience design.

Perhaps most importantly, the initiative sparked a cultural shift – one grounded in transparency, collaboration, and shared learning. Processes were documented, insights were scaled across regions, and a replicable model for future experience transformation was established.

This engagement didn't just resolve a usability challenge – it redefined how cross-functional teams could work together to deliver frictionless, high-performing digital experiences at a global scale.

Turning frustrating app errors into data-backed drivers of engagement and revenue.

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ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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