



McDonald's UK Implements Workforce Management Solutions to Increase Sales and Improve Customer Satisfaction

BACKGROUND

The McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving about 69 million customers daily in 120 countries across over 37,000 outlets. One of the fastest growing geographical regions for McDonald's is Europe, with the largest markets in Germany, France, and the United Kingdom (UK).

COMPANY CHALLENGES

Over the last five years, McDonald's UK experienced significant business growth, leading to a year-on-year increase in employee numbers. There have also been many changes to legislation, technology and employee expectations, as well as new operational processes. McDonald's UK, began an analysis of the company's in-house systems that had become old, dated, and inefficient. As noted in an article by Personnel Today, "The archaic IT platform created barriers to executing for business results, in terms of what it provided and the time it took to get tasks completed. A new coherent system was required which was fully supportive and progressive with the ever-changing needs of the employees and the business."

McDonald's UK determined that implementing a centralized workforce management solution would be critical to effectively managing restaurant labor scheduling, developing floor plans, and managing payroll. The company needed a reliable system that was from a single vendor and allowed for a free flow of communication regarding sales and labor reports so that managers and workers could easily access the latest information. McDonald's UK also wanted to implement an employee self-service module that would enable associates to become more engaged in creating their own schedules within compliance of business rules.



SOLUTION

Taking all of these factors into consideration, McDonald's UK determined it had an opportunity to greatly improve the execution and efficiencies in its workforce management and customer service strategies by implementing a modern, integrated workforce management platform. Reflexis was selected for its functionality, ease of use, high configurability that could factor in restaurants' unique attributes, track record of fast implementations and excellent customer service, and because it offered a platform of integrated solutions based on a common architecture. McDonald's UK rolled out the solutions in waves of about 150 restaurants at a time. By the summer of 2014, the implementation was complete in all restaurants in the UK.

BENEFITS

The Reflexis platform has already provided benefits to McDonald's UK:

- An easy to use, integrated, automated solution able to support the company's needs at a low total cost of ownership and management
- Eliminated inefficient prior manual systems so managers could spend more time with associates and customers
- Provided the ability for employees to view and manage their own schedules, punch records, and time off requests within compliance of business rules
- More efficient and accurate budgeting and forecasting, with the ability to rapidly respond to its changing business environment

As a result of implementing Reflexis Workforce Scheduler™, McDonald's UK realized the following ROI:

- 4-hour reduction in time per week for store managers in writing employee schedules
- 12% increase in hourly level sales projection efficiency
- 0.36% reduction in employee labor and a 0.81% increase in profit at pilot restaurants
- All business benefits and objectives set achieved, including remote access, self-service for all employees, improved efficiency in administrative tasks, and improved employee scheduling accuracy
- 8% reduction in crew turnover rate

The accomplishments and ROI that McDonald's UK realized were so impressive, the company earned the "Excellence in HR through Technology" award from Personnel Today. As noted by the organization, "McDonald's beat competition from entrants in 22 categories, including teams and individuals from 106 businesses, to bag the coveted overall award."

Reflexis Workforce Scheduler and Reflexis Time and Attendance solutions are key systems at the heart of the company's "PeopleStuff" human resources and workforce management platform. By implementing the Reflexis solutions, McDonald's improved the efficiency and accuracy of its labor operations and customer engagement strategies.



REFLEXIS AT-A-GLANCE

Reflexis has helped over 275 global retailers, restaurants, banks, and hotels simplify operations, optimize labor spend, and improve work execution. The Reflexis ONE™ real-time work platform streamlines task and workforce management, improves visibility for managers, and empowers a superior customer experience.

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