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

Reflexis Solutions Discussed

- Workforce Manager (labor budgeting, forecasting, and scheduling)
- Employee Self-Service
- Time and Attendance

Quick Facts

- More than 1,200 Stores & 85,000+ Employees

Retail Sector

- Quick Service Restaurant

The accomplishments and ROI that McDonald’s UK realized with Reflexis helped earn the company the “Excellence in HR through Technology” and “2014 Overall Winner” awards from Personnel Today, a leading UK Human Resources website.

The McDonald’s Corporation is the world’s largest chain of hamburger fast food restaurants, serving about 68 million customers daily in 119 countries across 35,000 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).

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 and people processes. McDonald’s UK, which leads change across the European market, began an analysis of the company’s in-house legacy system 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.” (http://bit.ly/McDonalds_WFM)
McDonald's UK determined that implementing a centralized workforce management solution would be critical in 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.

**McDonald’s UK Implements Reflexis Workforce Manager™, Employee-Self Service, and Reflexis Time and Attendance™**

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. The company issued a Request for Proposal for workforce management to several leading software providers. 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: Improved Efficiency, Better Customer Experience, and Higher Quality of Employee Work Life**

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 and managing their restaurants
- 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

**Return on Investment with Reflexis**

As noted in an award nomination McDonald’s UK submitted in December 2014 to a major human resources organization in the country, the company 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, such as 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” and “2014 Overall Winner” awards 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 Manager 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.