

McDonald's Client Story

McDonald's Restaurants Limited and **Capita Learning & Development** have been successfully working in partnership over the past four years. This has involved **Capita Learning & Development** working closely with the Corporate Training team to design and deliver a suite of training programmes which are offered through McDonald's Training and Development Prospectus.

McDonald's prides itself on delivering only the highest levels of quality, service and cleanliness to all of its customers. In 2009 McDonald's launched "Shift into Service" in every restaurant which involved 10,000 managers empowering their restaurant teams to deliver an excellent customer experience which was underpinned by McDonald's values and behaviours.

As part of this programme, **Capita Learning & Development** was commissioned to design and deliver an Advanced Facilitation Skills workshop for the McDonald's Trainer Team. This workshop demonstrated the key skills, abilities and behaviours needed to be a good facilitator and offered a variety of practical techniques that could be used back in the restaurants.

Through developing these skills in their restaurant management teams and with the support of specially designed learning tools, eg. Learner Maps, the McDonald's Trainer Team were able to achieve their desired outcome that 'Shift into Service' was delivered through managers empowering their teams to deliver service excellence rather than it being a trainer-led approach. Outcomes of 'Shift into Service' to date are:

- Team Commitment posters are in every restaurant – 'We aspire to be our customers' favourite place and way to eat ... to achieve this mission, our actions as individuals and as a system, must reflect our values'
- Restaurant teams put forward their suggestions to deliver service excellence which are reviewed by managers monthly
- Customer satisfaction scores improved by 13% in the following 2 months and have seen a sustained improvement of 5% compared to the previous year

'When it comes to discussing values and how our managers can bring them to life in everyday situations in our restaurants, we knew that the conversations would have to be completely authentic. We recognise that each person has their own thinking processes and ways of working and as such the training delivery needs to be learner-led and empowering to be successful. The advanced facilitation class gave our trainers the competence and confidence to do exactly that.'

Carole Williams, Corporate Training Manager, McDonald's Restaurants Limited