McDonald's UK measures benefits of implementing employee centric HR technology

HR technology to improve the experience of front-line teams and deliver business efficiencies, agility and innovation

The Challenge

McDonald's is one of the world's largest fast-food chains, serving over 69 million customers daily in over 100 countries.

They are one of the UK's biggest employers with over 136,000 people working in its network of over 1,300 franchisee and company owned restaurants.

McDonald's UK were using outdated on-premise HR technology. The incumbent system offered a poor user experience by modern standards, particularly on mobile, and there were significant limitations in functionality.

Most challenging was the ongoing and unpredictable cost of change which was unpalatable in a Franchising environment. Excessive management time was being wasted and staff were frustrated with poor user experience. It was time for a change.

McDonald's UK Vitals

- Over 136,000 employees
- Over 1,300 UK stores
- Mixed business model of Franchisees and head office restaurants

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> We knew we had a legacy system that was no longer fit for our business. Our people were becoming increasingly frustrated as the system wasn't easy to use – which meant lots of additional training and support. Additionally, we had to put some costly workarounds in place, plus the ongoing cost of change had become prohibitive and caused the halt of too many great initiatives."
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> **- HR System Project Lead at McDonald's** **99**

The Solution

McDonald's UK wanted to embrace the power of digital technology that is accessible by every team member; anywhere, any time, via any device.

It needed to be:

- Mobile first, intuitive and easy to use.

  - Employee Self-service that automates process and eliminates paper records.

    - One login to access all HR information in one place.

    - Flexible enough to accommodate the differing needs of Franchisee organisations.

    - Providing real time alerts, dashboards and analytics to deliver insights.

  - At the heart of a sophisticated people technology landscape.

After an extensive review of the HR software market, McDonald's UK selected element**suite** as their HR vendor for delivering a new digital HR platform named 'MyStuff2.0'. The main criteria for selecting element**suite** was that it needed to be intuitive, easy to use and mobile friendly.

element**suite** was able to offer choice and flexibility, to replace the legacy HR system, integrate with 3rd party Workforce Management, provide Payroll outputs for all Franchisees, automate paper based Performance Reviews and provide structured orientation training.

Mobile-first, highly branded

A system that looked and felt like McDonald's was a must. element**suite** can be highly branded to incorporate company branding guidelines. Accessible by any mobile device with a single login. Employees can sign on with their social media accounts. Links to other systems can also be surfaced.

element**suite**
Powerful. Smart. HR Software.

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Fantastic project supported by an amazing element**suite** team with strong partnership and teamwork all round. Looking forward to building further benefits on a strong platform

– Mark Currie,
Strategic Change Manager,
McDonald's UK

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So proud to be part of such a great project, working with the amazing teams from McDonald's & element**suite**. We are really seeing the benefits, long may the partnership continue

– Natalie Nathan,
IT Product Manager,
McDonald's UK

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The Results

elementsuite was delivered on time, to budget. The strong partnership between the McDonald's and elementsuite project teams together with inbuilt implementation methodology were all contributing factors. Go-live was achieved pre-COVID-19 with an overnight "Big Bang" deployment across all 1,300 restaurants and 200+ Franchisee operations following a pilot in 50 sites. End users rapidly adopted the system with over 30,000 unique log-ins achieved on peak days. This high level of usage was enabled by the intuitive user experience with in built Help and Support 'how to' guides and videos.

Significant process improvements, cost savings and staff engagement have been achieved since implementation.
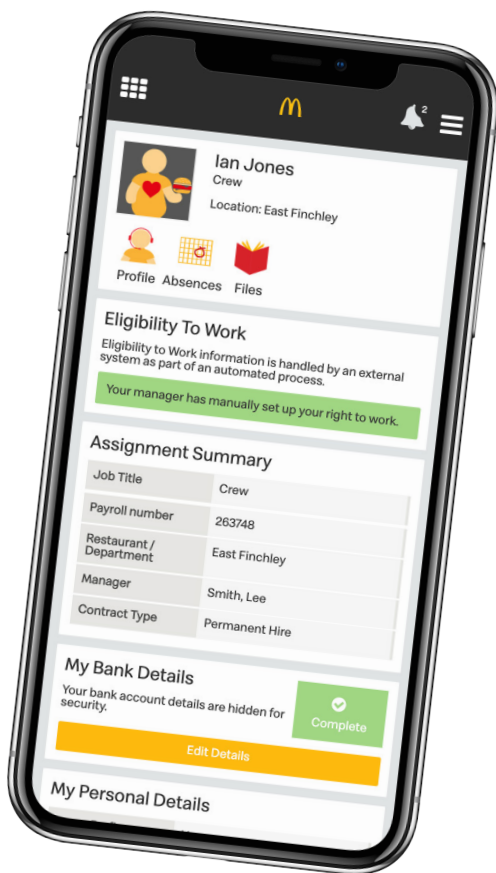
Key business benefits:

- Reduction in 90-day turnover of staff

- Only one username and password

- 90% of surveyed employees described the user experience as "Good" or "Better"

- Accessible by mobile device

- Improved handling of sick leave

- A wider range of responsibilities within the system can be securely delegated to others

- Significant reduction in support calls

- Improved method of delivery for payroll files reducing time, costs and errors

Modules implemented by McDonald's UK

HR   Engage   Perform

Learn   Pay   Analytics

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