

McDonald's improves the customer experience by implementing enhanced health + safety measures



Situation

With the onset of COVID-19, restaurants around the globe were forced to close dining rooms and develop new health + safety procedures to protect employees and customers.

Before reopening its doors, McDonald's wanted to better understand evolved customer expectations and ensure guests felt comfortable during their visit.



Insight

By leveraging text analytics, McDonald's and its SMG team began to see an influx of customer concerns regarding personal protective equipment (PPE), specifically around employees wearing gloves and masks and doing so correctly.

Through weekly location-level reporting, the team had a better understanding of how to equip stores with the right PPE, educate employees on how to use the PPE correctly, and identify specific "hot spot" locations in greater need.

Action

01 | Immediately determined "hot spot" locations + secured PPE prior to CDC mandate

02 | Updated company-wide policies to require employees to correctly wear masks + gloves

03 | Continued to monitor and ensure restaurants were following health + safety protocols

Results

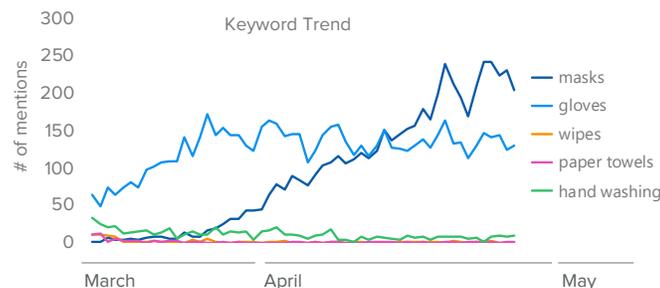
- **16** pts

Customer citing PPE concerns

+ **6** pts

Overall Satisfaction for customers mentioning masks but not for improper use

McDonald's saw a spike in mentions of mask and gloves in customer comments when the pandemic hit



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This Top Partnership Insight was awarded to McDonald's in 2021