



McDonald's Welcome Game Case Study

AMAZING Simple Friendly
EXCITING Happy ENJOYABLE
INTERESTING FUN WELCOMING
Brilliant

The Challenge

53%
UNDER 21



Within the UK McDonald's employs over 110,000 people across 1,250 restaurants. Over 50% of new hires are under 21 years of age and this may be their first job.

McDonald's believes that new starters must feel valued, confident and engaged right from the start. It's vital that a new hire's first experience equips them with the knowledge, confidence and enthusiasm to stay with McDonald's as an effective employee.

A vital element of the onboarding process is the Welcome Meeting, where groups of new hires are introduced to McDonald's by a People Manager. Previously the meeting had had a strong focus on policies and procedures, however, it was felt that this emphasis needed to shift to creating great customer experiences.

McDonald's wanted this meeting to be learner-led, engaging, effective and easy to deliver. They wanted participants to discuss new ideas and concepts rather than being lectured to. But how do you do this across 1,250 locations?



What We Did

McDonald's asked Focus Games Ltd to develop The Welcome Game, a board game designed to catalyse learner-led discussions about key customer experience and customer service issues.

The Welcome Game sits within a programme of online, face-to-face and on-the-job activities. This allows the programme to address different learning styles and appeal to all audiences. It takes a building block approach to learning, with each element reinforcing and expanding on the last. This ensures that new starters are not bombarded with information and therefore find it easier to process and retain.

The game gives new starters the warm welcome that they're expected to offer McDonald's customers. It encourages them to 'let their personalities shine', 'have fun' and 'make it special' for others which are the vital ingredients for creating great customer experiences.



96%

Feel confident interacting with customers

35%

Increase in the number of new starters who feel prepared for their first shift



Testimonials

'A great welcome helps new employees to feel valued, supported and connected to the business. It also sets their expectations and prepares them for their new role.'

The Welcome Game is a key resource helping to make this happen at McDonald's. The game is engaging, informative and facilitates communication, which in turn helps to improve confidence, competence and commitment of employees from their very first shift.

Importantly, it's fun and this puts new employees at ease and sets the tone for what they can expect from their job at McDonald's.'

- McDonald's Restaurants Ltd

"I couldn't wait to start work after playing."

"Was very interactive and made me feel part of a team."

"Lovely experience, set the atmosphere of working at McDonald's."

"Fun way to learn about how to give a good experience to customers."

"Even though I was nervous I could not stop smiling."

"I got told everything I needed to know and was prepared and confident for my first shift."



How would you rate the Welcome Meeting activity [board game]?

77% good or excellent

How did you feel when you played the Game?

67% felt excited and enthusiastic

How well do you think the updated Crew Welcome Programme helps new starters to understand their role in creating a great customer experience compared to the previous programme?

84% They have a much better understanding

Comments

"I like the questions on the board game"

"Much more relevant information added"

"Very interactive and a good ice breaker"

"Gets new starters interacting with each other rather than switching off"

"New crew love getting involved and helps them open up too"

"Not expecting a board game so they seem pleasantly surprised"

"It's fun to do, it breaks the ice and it's informative"

Positive

Why Board Games?

If you want to improve frontline performance you must persuade people to think and behave differently.

When we're young, we learn by playing. It's natural. But when we get older, we learn by sitting in a room staring at a screen or a book. Why did that seem like a good idea?

So, what if we could make games that help adults learn serious subjects in a naturally more engaging way? Well, we've been doing just that since 2004.

We create interactive board games that deliver an engaging and effective face-to-face learning experience. Our games are easy to play, yet sophisticated. They change thinking and behaviour in a way we've been hardwired to understand since childhood.

Our games improve frontline performance by giving staff the knowledge, skills and confidence to change the way they work.

We create bespoke games that are 100% relevant to your organisation. Each bespoke game delivers the same messages and stimulates the same discussions across your organisation. Because games manage themselves you don't always need specialist trainers or facilitators to run sessions. Everything you need for a group session is in the box. Games work as standalone activities or can be woven into workshops and blended learning programmes.



About Focus Games Ltd

We've been creating bespoke serious games since 2004. We've developed over 40 different board games, and online games, that are played by many thousands of people in companies, hospitals, schools and universities across the world.



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