

SERVING TRAINING TO OVER 20,000 RESTAURANTS WORLDWIDE.

THE IDEA

With thousands of restaurants in over 115 countries, McDonald's has become one of the most successful entities in the food and beverage industry.

To maintain this success, McDonald's needed a way to train and onboard employees through a universally easy-to-use platform across multiple countries.



THE INSIGHT

We were selected by McDonald's to develop its entire eLearning initiative for Crew Development Training worldwide.

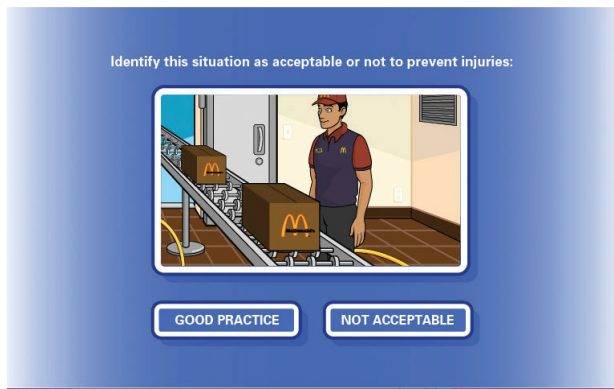
The McDonald's eLearning initiative required a solution that could be served both from the Internet and installed locally for restaurants without internet access.

We set out to provide McDonald's with a platform solution that would allow restaurants to unify all learning materials into one system, with all content and animation controlled through an easy-to-use interface.

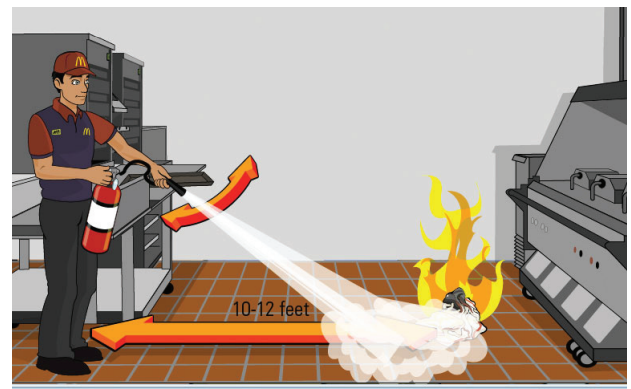


THE IMPACT

- We created over 20 courses which are distributed around the world to more than 20,000 restaurants in 26 languages.
- Due to our efforts, McDonald's is able to deploy new eLearning updates in 1/10th of the time.
- Decreased time to modify the courses by 93%.



**MCDONALDS
SAFETY**



**MCDONALDS
VISUAL INSTRUCTIONS**

“This platform has been an incredible training initiative both unifying our process and saving us time with new updates”

McDonalds
SVP Marketing/Media