McDonald’s Improves Customer Satisfaction and Franchise Relations with One Solution
McDonald’s Corporation is the world’s largest food service retailer with more than 30,000 restaurants in over 100 countries.

McDonald’s USA relies on Astute Solutions to provide improved data capture, quicker issue resolution and real-time reporting while integrating the company’s extensive restaurant database into a centralized location.

Astute’s ePowerCenter provides greater flexibility and functionality to the organization, which has been key to supporting their evolving business needs.

McDonald’s recognized a growing trend in the quick service restaurant industry toward accurate and timely customer service. Choosing the right technology solutions was key to helping them meet their goals. With Astute Solutions, they found a partner that was able to provide the innovation and technology they required as well as the service and support they demanded.

**Situation**

When you serve more than 25 million people in the United States each day, leveraging the right CRM solution is important. McDonald’s customer satisfaction contact center was quickly outgrowing their CRM system. This system lacked the functionality to meet their evolving business needs and it was time to look for a better solution.

**Vendor Selection Process**

McDonald’s was looking for improved functionality for their customer satisfaction group, as well as a tool that provided the company with real-time access, via flexible and comprehensive reporting, to the data that was collected from customers each day.
“ePowerCenter was exactly what we were searching for,” explained Christopher Garrity, senior director, Customer Satisfaction. “Our CRM solution has to work very hard for us,” says Garrity. “Therefore, our vendor selection process was thorough, lengthy, and extensive. We evaluated more than 30 potential vendors. Fortunately for us, Astute was among the contenders, and was a leading candidate from the start.”

Objectives

- Increase data capture with regard to customer feedback and satisfaction
- Provide both McDonald’s franchisees and corporate management with real-time access to customer data
- Integrate the company’s extensive and constantly changing restaurant database into a reliable CRM tool
- Gain robust and actionable reporting capabilities that provide measurable customer satisfaction results from the national to franchise level
- Provide system functionality and flexibility that will support evolving business needs

Measurable Results

Astute’s ePowerCenter allows McDonald’s to track more than 600 types of diverse customer issues through issue codes. It also enables them to capture other very specific types of information from customers regarding their experiences at McDonald’s restaurants nationwide and in Canada.

“We have more than 15,000 restaurants just in the U.S., and ePowerCenter provides us the ability to integrate into our CRM system,” adds Garrity. “This combination of databases gives us the power to measure customer satisfaction results both from the national level, right down to the individual restaurants. Ease and flexibility make ePowerCenter the perfect choice for McDonald’s.”
Garity went on to say, “We’ve been working with Astute for more than seven years and I truly don’t think of them as a vendor— they are a business partner. They didn’t just sell us and walk away. Astute is extremely responsive. They listen to our needs, understand them, and when appropriate, make value-added recommendations for better ways to improve our customer satisfaction strategies.

The Right Business Solution for a Growing Company

“Consumer Affairs and CRM are critically important functions to any large company,” Garity continues. “It’s clear that Astute understands the important role they play, and meets the ever-changing needs of their prime customers through continued innovation.”

After implementing ePowerCenter in the customer satisfaction contact center, McDonald’s decided to also deploy it in contact centers supporting Human Resources, Investor Relations, and Operations. They’ve also extended its use to support their restaurants in Canada.

About Astute Solutions

Astute Solutions builds the world’s smartest consumer engagement software, enabling consumer-focused companies to differentiate through service excellence. The award-winning ePowerCenter product family is the number one end-user-endorsed solution for optimizing operations for more personalized experiences.