Peopleclick Authoria Case Study: McDonald's® UK Expands Its Golden Arches with Peopleclick Authoria

Using Peopleclick Authoria Solutions, McDonald's UK identifies significant cost savings and reduces their 90-day turnover rate by 30%

McDonald's at a Glance

COMPANY:
McDonald's Restaurant Limited

INDUSTRY:
Restaurant, Fast-Food Chain

HEADQUARTERS:
London, England

GOAL:
To produce a standardised recruiting practice that is consistent throughout their entire organisation.

THE SOLUTION:
RMS High Volume Solution and Interview Scheduling

SOLUTION DESCRIPTION:
RMS High Volume is a recruitment solution for high volume and hourly recruiting, empowering hiring managers and the occasional user to quickly select qualified candidates from their Talent Inventory™ when a position becomes available. The solution has an intuitive interface designed to increase user adoption and also provides unique functionality to optimise candidate opportunities.

Interview Scheduling automates high volume interview management. Through a self-service interface, interviewers and candidates can schedule interviews quickly and efficiently, saving time and significantly reducing costs.

Company at a Glance

McDonald's is the largest and most recognisable fast food restaurant chain in the world, serving over 52 million customers a day. With over 31,000 restaurants located in 100 countries around the globe, McDonald's employees strive to provide the highest-quality service and best value to their customers. In 1974, McDonald's Restaurants Limited opened its first restaurant in the United Kingdom and currently the restaurant chain has 1,200 restaurants located throughout the country.

The Challenge

Employing over 72,000 employees, McDonald's is one of the largest employers of young adults in the United Kingdom, with an ever increasing number of people applying to work in either management or hourly positions. "Our restaurants are hiring around 24,000 employees each year, so we were keen to implement a system that could manage our entire recruitment process," said Jez Langhorn, Head of Talent and Education at McDonald's UK.

McDonald's UK previously used a traditional paper-based recruitment method, meaning managers spent considerable time reviewing high volumes of applications, which in turn lengthened the response time back to the candidates. As the number of applicants began to exceed 300,000 per year, the restaurant chain recognised the real need to implement recruiting technology that could manage their high volume process.

The McDonald's team required a solution that could both collect curriculum vitaes (CVs) automatically and screen applicants effectively. The Recruitment Team worked closely with the IT department to create a combined team that could evaluate the effectiveness of different solutions for their restaurants to use system-wide. "Ideally, we wanted a solution that could identify significant cost savings in relation to store manager time, simplify the application process and produce a standardised recruiting practice across our entire organisation," said Langhorn. "As our team began to evaluate vendors, Peopleclick Authoria became a front-runner because of their ability to address all of our needs and provide a solution that could manage the entire workforce of a company our size."

If You Build It, They Will Come

McDonald's selected the RMS High Volume Solution, and it has completely changed the way the restaurant chain recruits managers and crew members. McDonald's worked closely with the Peopleclick Authoria team to expand their brand to potential candidates via their careers site, so when candidates visit the McDonald's career page, they are prompted to complete a two-step application process.

First, the candidate selects the McDonald's location(s) where they would like to work. Next, applicants complete an online questionnaire and their responses are automatically screened by an embedded psychometric test to determine if they meet certain qualifications. Lastly, the restaurant manager is presented with color-coded results from the questionnaires. If the candidate produces a successful rating, they are invited to a McDonald's restaurant for an on-job evaluation and interview, ensuring the relationship is beneficial for both McDonald's and the candidate. These steps have improved the screening process for restaurant managers dramatically, while saving time and cost in store management labor. By

using this screening process, the restaurant chain has saved £500,000 in nine months. These cost savings are derived from the time managers would have spent interviewing candidates prior to implementing the questionnaires, as well as the removal of paper application forms.

Within the High Volume solution, McDonald's store managers are also able to proactively supply hourly positions more effectively. Candidates apply for McDonald's positions online at their convenience, even if an opening is not readily available. The solution continuously sources candidates and provides McDonald's managers with a qualified talent pool at their fingertips.

As McDonald's continued successfully with the High Volume solution, the restaurant chain also realised they would benefit from a tool that could facilitate the scheduling of candidate interviews. Therefore, Peopleclick Authoria and McDonald's worked closely to design Interview Scheduling, a component of RMS and the RMS High Volume Solution.

Interview Scheduling provides a flexible solution for scheduling and accepting large volumes of interview invitations online, creating coordination and communication between the manager and the candidate. Configured to represent the McDonald's brand, candidates receive a notification from McDonald's that prompts them to select the date and time of their own interview. Interviewers who benefit from a predictable and recurring interview schedule, such as McDonald's restaurant managers, can have candidates from all positions compete for the same dates and times. Whether the manager hires for one or one hundred positions simultaneously, their availability can be managed in a central location. "We worked closely with Peopleclick Authoria to help design the new Interview Scheduling product, ensuring that it provides a streamlined experience for candidates and hiring managers alike," added Langhorn. "We have experienced a significant reduction in our time-to-hire metrics because of this solution."

Benefits and More

Since partnering with Peopleclick Authoria, candidates can now apply online to any McDonald's UK restaurant location, anytime from anywhere in the world. The restaurant chain is now hiring an average of 250 new staff each week online and receiving 1,400 online applications every day. "We have seen a large reduction in candidate abandonment rates, because we are now able to provide a friendlier, more intuitive application process, as well as a more efficient and professional candidate experience," added Langhorn. The quality of candidates McDonald's is recruiting has also improved significantly, and their 90-day turnover rate has been reduced by 30%.

In just a nine month period, McDonald's UK has recruited over 20,000 employees using the Peopleclick Authoria solution. "We continue to build our partnership with Peopleclick Authoria, because they have completely changed the way our organisation recruits talent, and the business case for moving online with Peopleclick Authoria is compelling," added Langhorn. "We now have a solid talent acquisition strategy that will help us build engagement with potential candidates as well as our workforce."

About Peopleclick Authoria
Peopleclick Authoria is transforming Talent Management through best-of-breed technology and expertise. With a deep focus on business intelligence and analytics, the company's technology gives clients the actionable insight required to make strategic decisions that drive better business results. Nearly 60 percent of the Fortune 100 use Peopleclick Authoria Talent Acquisition, Talent Management and Workforce Compliance and Diversity solutions to manage salaried, hourly and contingent labor across their organization. These solutions manage the entire talent lifecycle from recruiting to onboarding and through the ongoing management of each individual's career while helping organizations measure, analyze and empower their existing workforce. Both founded separately in 1997, the two human capital management companies joined together in 2010 to form Peopleclick Authoria. The Company's solutions currently support more than 2,400 organizations ranging in size from large, global corporations to small and medium-sized businesses in more than 214 countries and territories.