



CASE STUDY [RETAIL]

promapp™

McDonald's



McDonald's New Zealand opened its first restaurant in 1976 in Porirua. Today there are 152 McDonald's restaurants across New Zealand, with around one million people visits every week.

Business Benefits

Processes and forms easy to search and navigate

Easier to comply with changing legislation

Increased employee confidence

Decreased reliance on the HR team

Consistency across different locations

Balancing the human resources requirements of 152 restaurants across the country is now a whole lot easier for McDonald's Restaurants New Zealand, thanks to the adoption of Promapp's cloud-based process management solution.

The Auckland-based human resources (HR) team of McDonald's deals with the daily people needs of the organization and its 9,000 employees nationwide.

This includes providing HR support and guidance to individual franchisees and restaurant managers for a range of employment-focused procedures and protocols.

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Bringing processes to the people.

A recommendation from its HR consultancy led McDonald's to try Promapp, a decision that has delivered excellent benefits according to McDonald's HR consultant, Josephine Knowles.

'We already had an online tool for managing employment issues, but no dedicated processes. When evaluating options, we knew that it had to be simple – our people in the restaurants wouldn't use process management systems if they weren't completely user friendly,' says Josephine Knowles, HR consultant, McDonald's.

Promapp offers a simple drill-down system incorporating processes, work instructions and relevant documentation like forms and proforma letters. It also offers a central storeroom for all process-related information which is easy to search and navigate.

For human resource practitioners, it provides the ability to clearly lay out processes for employee management – from hiring staff to dealing with misconduct or breach of behavior, with the ability to attribute necessary documentation to each stage.

'A major advantage of Promapp has been having the processes and documents aligned at the various stages of each employee relations situation. For example, if a letter is required, the restaurant manager can clearly see which letter is aligned with the relevant process, making their life easier and avoiding confusion.'

JOSEPHINE KNOWLES

HR consultant
McDonald's





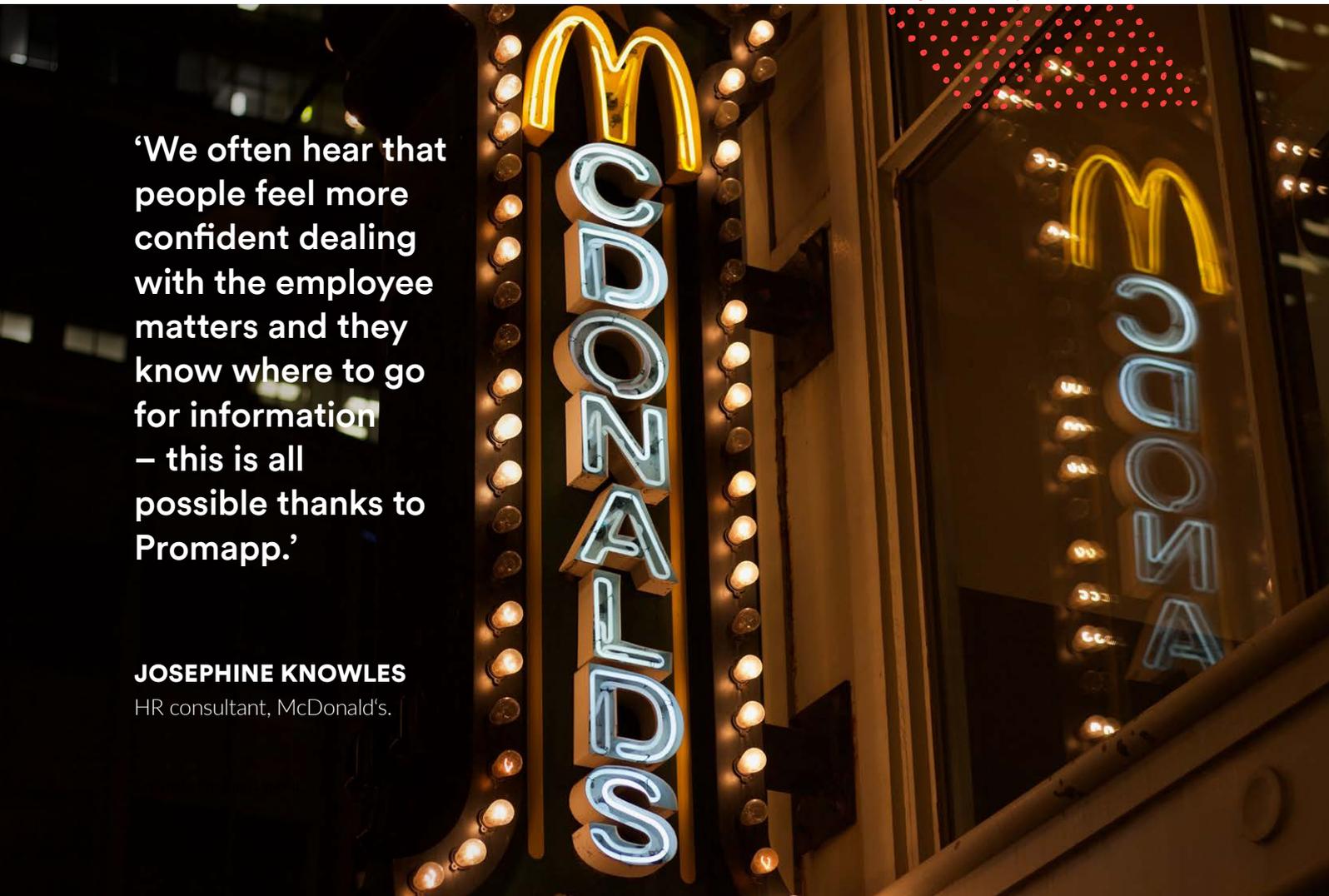
All processes are updated online.

Promapp allows all processes to be changed live, on the system itself - a significant benefit for situations like legislation change where applying an old version of a process may break the law. With Promapp, when processes are changed, the online process is immediately live, removing the possibility of outdated documentation or reference material being used. Each old version of the process is automatically stored in the change log along with the author's name, date and reason for change.

Although McDonald's initially intended to use Promapp purely as an employment relations tool, it is likely to now be extended across other HR functions.

'We quickly realized the positive impact it could have across other HR functions. Procedure is critical in HR and is often coupled with sometimes complex legal material. Promapp provides the ability to map this out for a range of functions, with complete clarity. For us, this now ranges from mapping processes for absenteeism right through to informal coaching.

'As the company's HR team, we provide an important resource to our restaurant managers at the end of the phone, and Promapp doesn't replace this need. It does however give our restaurant managers added efficiency and confidence in what they're doing,' adds Josephine.



'We often hear that people feel more confident dealing with the employee matters and they know where to go for information – this is all possible thanks to Promapp.'

JOSEPHINE KNOWLES
HR consultant, McDonald's.

About Promapp

At Promapp, we believe that expressing and managing process knowledge simply is crucial to sustaining an ongoing culture of process improvement. With Promapp's intuitive cloud-based BPM software, used by hundreds of organizations worldwide, anyone can create, navigate and change business processes.

Sign up for a [30-day free trial](#) or [join an intro webinar](#) to see Promapp in action.

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