Case study
McDonald's Barista

Year:	2013
Client:	McDonald's Australia
Aim:	Further improve the McCafé experience by providing high-quality, excellent-tasting coffee and superior service to every customer, every visit.
Solution:	An experiential learning combining customer service scenarios with a barista simulation initially delivered as a competitive game to drive engagement and confidently acquire new skills.
Results:	Over 15,000 new baristas voluntarily completed the learning within 12 months. In this period, McDonald's increased market share of specialist coffee from 9% to 15%.

Background

McDonald's were aware that excellent coffee was the cornerstone of McCafé. To grow the business, they planned to improve their coffee quality, taste and customer experience by replacing the existing two-step automatic machines with the traditional Group Handle machines. This ultimately meant the crew members needed to acquire the skills of a genuine barista to make high-quality coffees with confidence.

The challenge

Creating a world-class 'coffee excellence' culture in a younger employee demographic (14-24 year olds) required an immersive, engaging and effective solution.

There was also a need to simulate the physical process of using the coffee machine and providing the right level of interactivity focused on the parts of the process that would most improve quality and consistency.

Having thousands of baristas employed in hundreds of McCafé's across Australia on a casual basis meant the solution had to be readily available wherever each crew member was located. The solution also needed to encourage repetition, a crucial component in achieving proficiency, so each barista possessed the ability to make an excellent-tasting coffee for every customer, every visit.

The solution

The McCafé Barista – Practice simulation places each participating crew member into a simulated world where they engage with customers, take orders, make the espresso shot, texture the milk and present the finished coffee to the customer. The simulator caters for both types of coffee machines currently used in McCafés and the different steps required for each machine. All equipment involved is fully illustrated and simulated with high-quality graphics.

Workstar used an experiential learning framework to design the solution, and in the simulation, the participating crew member is required to make choices at each and every step of the service cycle and receives instant and meaningful feedback in the form of customer reactions, just like in real life. Also, just as in real life, the decisions that crew members make impact real business results for customer satisfaction, enabling crew members to gain an appreciation of their impact on the McDonald's business.

The gamification techniques employed by Workstar make the simulation fun, engaging and appealing to the principal age range of crew members (14-24). To create a healthy sense of competition and to activate motivation, stores are able to compete against each other to win prizes, encouraging crew members to repeat the practice simulation, and ultimately, become more proficient in their services.

"Workstar created an intuitive, customised simulation that is not only engaging and fun to complete, but also focused on achieving business results for McCafé."

Ana Curdija,
National Training and HR Design Consultant,
McDonald's Australia.

Case study
McDonald's, Welcome to the Team

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The results

- In a single year, 15,000 crew members completed all aspects of the barista simulation. Participation is voluntary.
- Over 90% of all baristas completed the simulation, often out of hours.
- 98% of crew members now pass their face-to-face barista certification.
- McDonalds' market share of specialist coffee has grown from 9% to 15%.
- Winner: LearnX Best eLearning Model, Game or Simulation – Gold, 2014
- Winner: AITD eLearning Achievement – Highly Commended, 2014

To find out how Workstar can help you get the results you need, please contact us.

2014

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