



Atrivity Case Study

McDonald's Spain chooses Atrivity to invigorate employees' training

McDonald's

The main objective and vision of McDonald's is to provide unique moments of enjoyment for all its customers. For this reason, McDonald's has always devoted a significant amount of resources to achieve **100% satisfaction** for consumers for each of their restaurant visits. To achieve this goal, the organization has developed **four basic principles** that characterize its business philosophy: **Quality, Service, Cleaning and Value**.

Atrivity

Atrivity (a product of Compettia) helps organizations improve **the knowledge and performance of their employees** and to connect in a more attractive and lasting way with their consumers.

All this, through **game dynamics that encourage an optimal, fun and measurable way of learning**. The mission of Compettia is to improve companies with personalized games.

To reach the final customer, McDonald's wanted to implement a new tool for employees to become interested in training and increase their commitment to the brand.

The challenges

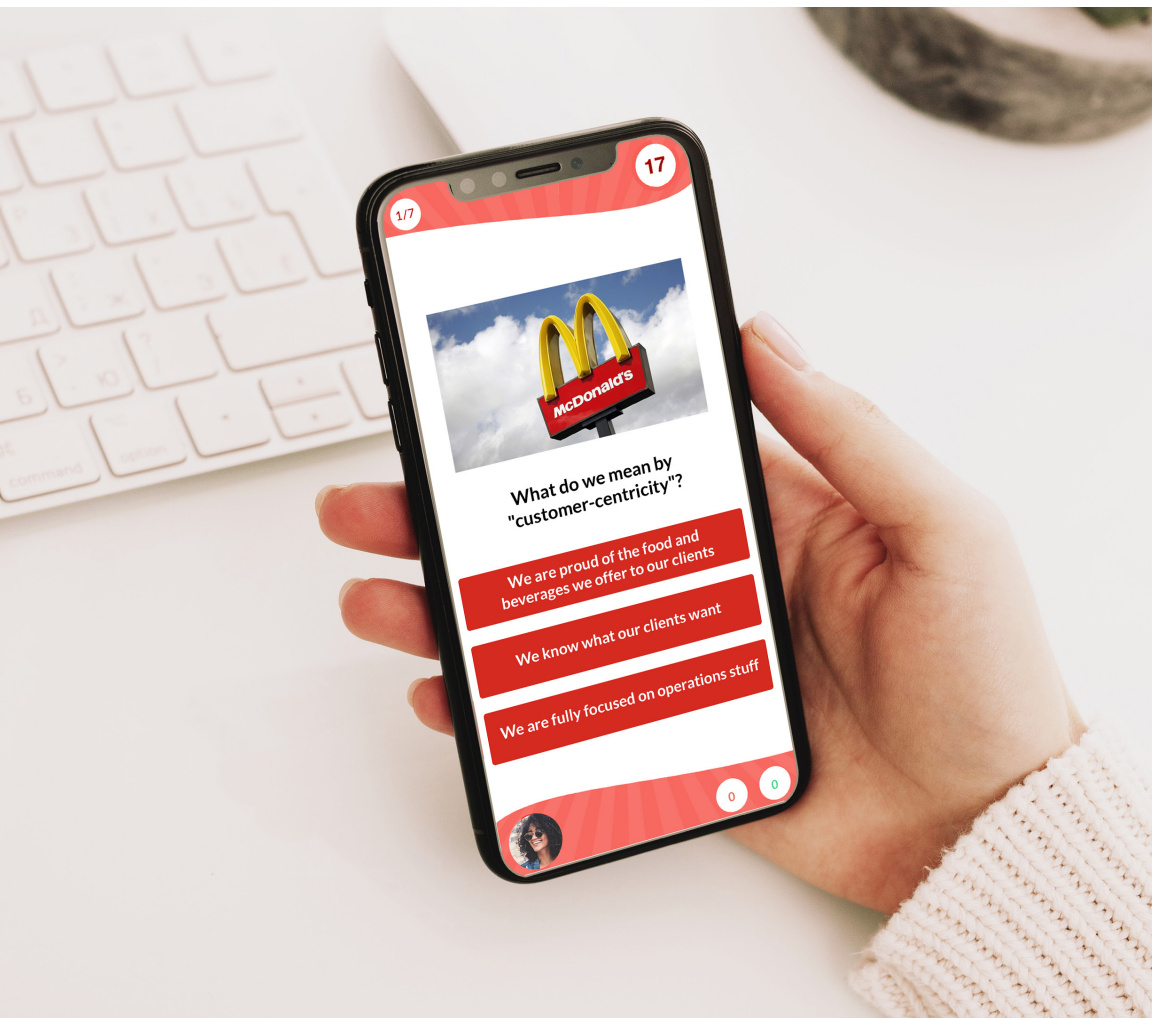
McDonald's employees, both in their own stores and in franchises, are the key to the success of the organization and require **continuous training** on sales techniques, data protection, compliance with the occupational health and safety policy, among others.

McDonald's Spain needed an innovative and efficient solution to support the **training of employees in restaurants**. The classical methods of training, such as sending mass communications via e-mail or the well-known e-learning are not enough. The biggest challenge was to **facilitate learning and the communication process with more interactive tools**. In this context, the Department of Learning & Development of McDonald's began researching several solutions in the world of gamification with the aim of increasing commitment of employees and to have a flexible tool to adapt to different contexts.

To reach the final customer, McDonald's wanted to implement a new tool for **employees to become interested in training and increase their commitment to the brand**.

"Atrivity meets the requirements of our interest to achieve our goals and increase the commitment of our employees to the brand"

Cristina Coca, Training Coordinator.



The dynamics of the game have reinforced the feeling of belonging and commitment, to the point that Atrivity is played outside working hours.

“Atrivity meets the requirements of our interest to achieve our goals and increase the commitment of our employees to the brand”

Cristina Coca, Training Coordinator

The project

The wide variety of available game types along with the simplicity and versatility of the platform (when it comes to autonomously creating different projects) have undoubtedly been the main reasons for choosing Atrivity.

The employees of McDonald's were delighted with the implementation of Atrivity since the success of the first game. It was decided to bet on the expansion of more gaming areas: from onboarding to internal and external training, GDPR for restaurants and games on best practices with clients.

McDonald's decided to establish 21 live games throughout Spain to promote learning of issues related to business culture and customer service. At the same time, remote games were held for quality, knowledge, brand history and product, as well as using micro content for food safety.

The results

There are several results to highlight the experience that McDonald's had with Atrivity. It is necessary to note that employees do not have mobile business devices, so they always play with their personal mobile: **the dynamics of the game have reinforced the feeling of belonging and commitment**, to the point that Atrivity is played outside working hours, mostly between 00:00 and 2:00 in the morning.

At the beginning of 2018, the remote game was on topics of quality, product knowledge, procedures and curiosities which had 3,114 players who answered 1,422,870 questions. This represented more than 3,800 hours of training. This game generated an improvement success rate of 16%.

The remote game on food safety had a participation of more than 1,000 players with an improvement success rate of 15%.