



metime

RETAIL

McDonald's Australia

metime is the core delivery platform of integrated online recruitment, induction and communication

Background

McDonald's Australia has over 55,000 staff across more than 740 restaurants, serving over 1 million customers per day. Their key to success is the ongoing commitment to training and developing restaurant management and crew to deliver consistent Quality, Service, Cleanliness and Value. This is reflected in the annual investment of \$35 million in training their staff.

Challenge

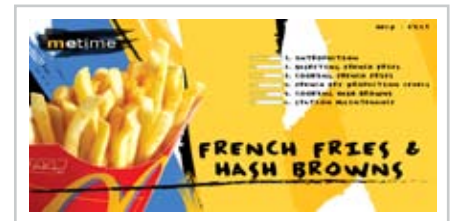
The competitive nature of recruiting against other brands is something that all retailers face. With a lot of casual employees in the industry being under the age of 18, all retailers, including McDonald's, face major challenges in attracting, recruiting, training, motivating and retaining young employees.

Solution

metime was developed by Workstar in partnership with McDonald's to act as an integrated online recruitment, induction and communication solution, specifically designed to support McDonald's restaurants. It meets the operational and training needs of crew and future McDonald's employees.

Result

In the first 5 months after launch, McDonald's received a significant amount of online applications and reduced their average recruitment time by 60% per application. The system can now be used to access key communications and operations functionality, including employee access to staff roster and payslips.



Services Provided

- Versity learning platform
- eRecruitment
- eInduction
- eLearning content solutions
- eCommunications

workstar

