

## know'N'act helps McDonald's get real-time insight into customer issues

McDonalds has a well-earned reputation for being one of the most recognized and beloved brands around the globe. This is built on a foundation of paying attention to their customers' needs and addressing issues as soon as possible. In the fast evolving digital world however, issues can become big problems if left unaddressed even for a few hours, sped up with the help of social platforms such as Yelp, Facebook, Twitter and others.

McDonalds wanted a system that would give them real-time insights into customer issues as they arose, with the context required to address the issues instantly as well. McDonalds turned to know'N'act to help – with the know'N'act system they were able to:

- Identify issues as they happened by location and with context
- Alert the restaurant manager or other staff to contact the customer instantly and address the issue immediately, averting what may have become a crisis on social media
- Spot trends by location and over time to learn what to change and improve

The know'N'act system gave McDonalds the insight they needed to understand their customers better and make the right decisions while empowering their front-line staff with the data they needed. For the first time, the time lag between incident and resolution was cut down to almost zero, thanks to the know'N'act system. Working closely with the marketing and store operations teams, the know'N'act team has changed how McDonalds engages with their customers – helping build greater loyalty, driving up revenue and reducing customer attrition.



### Overview

The McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries across 35,000 outlets.[5][6]

Headquartered in the United States, the company began in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald; in 1948 they reorganized their business as a hamburger stand using production line principles. Businessman Ray Kroc joined the company as a franchise agent in 1955. He subsequently purchased the chain from the McDonald brothers and oversaw its worldwide growth.

**“We chose the know'N'act system at McDonalds to give us instant visibility into customers' perceptions about our products and service. know'N'act gave us much more than just feedback though – the ability to connect immediately with customers and prevent issues becoming problems on social media is hugely valuable. Know'N'act changed how we interacted with customers and improved operations.”**

**- Rameet Arora,  
Marketing Head, McDonalds India**