

Proposal for Rewrite of Policy Packet for New Employees

**Prepared for
McDonald's Corporation**

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Executive Summary

The purpose of this project is to rewrite the policy packet given to new McDonald's employees. The policy packet is an insufficient resource for a new employee, which can cause inappropriate behavior in an employee and result in bad service and therefore lost business. By rewriting the packet into an actual manual that also provides other resources, the employee will have an ultimate handbook that can solve any problems a new employee might face. The total cost to rewrite the policy packet into a thorough, helpful manual is an initial cost of \$15896.99. This project is extremely beneficial for the McDonald's Corporation because I am a McDonald's employee and I experienced first-hand the problems a new employee can have. Providing a new employee with a handy manual will allow the employee to perform appropriately in the workplace and reduce the amount of bad service and therefore lost money/food.



Introduction to Proposal on Rewriting Policy Packet

I propose to rewrite the restaurant's policy packet (mere guidelines) given to new employees into a more comprehensive and resourceful manual. A major problem that arises as a result is uneducated employees who give bad customer service. I plan to have a rough draft developed by March 2015 and have a final draft written by June 2015. This project has an estimated cost of \$15,896.99. Your company can find in this proposal detailed problems that have developed as a result of inefficient information provided to a new employee, a clear solution to all these problems, along with a detailed outline of the new manual, my qualifications for taking on this project, and an explicit budget for the project.

Problems for McDonald's Corporation

McDonald's employees have the following problems:

- Lack of proper, friendly behavior towards customers
- Lack of acquiring the correct help when confronted with miscommunication with a customer
- Inadequate hands-on training that does not address or correct a new employee's problems
- Insufficient policy packet that does not serve as a good reference for new employees.

Worst Case Scenario: Two customers walk in the restaurant (a married couple). The new employee is not even at the register because he has decided to chat with a nearby coworker at the drive-thru window who is not busy with an order, and does not notice the customers walked in. The new employee does not greet the customer or apologize for not being at the register and making them wait. The new employee is actually annoyed that he had to leave the interesting conversation he was having with the pretty female coworker. The customer asks if he speaks Spanish, but the new employee does not. He looks around for a coworker who does, but they are all busy and decides to rely on his 2 years of Spanish classes in high school and take the customer's order. He emits disgruntled sighs and never smiles while he takes the customer's order (order: Two #1's, one with no mac sauce, and both with super-sized drinks-sprites, and an extra Large Sprite). The employee misunderstood the order wrong and charged Two #1's with medium sprites and large French fries. The employee charges the order and is so impatient to return to his previous conversation that he does not notice he gave out the wrong change (gave the customer an extra \$5). He gives the customer his receipt (does not point out the customer's order number) and walks back to talk with the coworker. The burgers are ready, and the employee does not realize he will not have enough fries for the large French fries on the order. The employee unwillingly holds off his conversation and begins to assemble the customer's order. It is at this time that he realizes, he will not have enough for the large French fries. He puts more fries in the fryer, and goes back to talking with the coworker (leaving the tray with the unfinished order, causing the food to get cold). The fries are done and the employee finishes the order. He does not call out the order number, and instead waves at the customer alerting them that their order is ready. The employee goes back to his conversation. One of the customers comes back with one of the Big Mac burgers and the large fries. The employee notices the customer and is angry that



the customer returned. He asks the customer what was wrong, and the customer does his best to tell the customer that the burger was supposed to have no mac sauce and that they wanted an extra Large Sprite, not large fries. The employee still does not understand what the customer wants and notices that a Spanish-speaking employee is not busy and calls her over. The customer explains the situation and the order is fixed. When the new employee gives out the fixed order, he does so with an annoyed face and mumbles things. He goes back to the pretty female worker, but she is busy with an order.

A prime problem in many McDonald's restaurants is McDonald's employees do not always exhibit a friendly, charismatic, helpful behavior towards a customer. Unfriendly behavior includes, but is not limited to:

- Not greeting a customer when they enter the restaurant
- Not smiling while they interact with a customer
- Showing impatience or carelessness towards a customer when they return an order or ask for extra items
- Displaying anger or aggression (e.g. insulting/threatening comments or looks) towards a customer for any reason at all.

These behaviors result as bad service for the customer, hindering their possibility of returning to that restaurant. A customer can visit the other McDonald's down the road, but this problem is so prominent among McDonald's employees that there is a high probability they will not get good service there either. Poor service towards customers renders a significant amount of lost business.

Many types of customers visit a McDonald's restaurant every day, and a McDonald's employee is bound to encounter a customer who does not speak English or understand what they are saying. The employee struggles to take the customer's order and two things can happen: the customer grows impatient and leaves, or the order is taken wrong, and the customer will return the order and ask for their money back and never return. The slightest misinterpretation such as misunderstanding large Sprite for large fries (which occurs frequently in the drive thru lanes) can cause lost money/food (you are left with an extra Large Sprite). Miscommunication between the employee and the customer is another reason for lost business. This kind of bad service, however, is more damaging because it also results in lost food.

A new employee is given a packet listing the policies of that specific McDonald's restaurant. The packet provides very basic information regarding behavior guidelines, uniform requirements, sexual harassment procedures, etc. The manual does not explicitly state what the employee's job functions are. The rest of the knowledge should come from their training (days to weeks, depending on the restaurant). From that point, it is up to the managers and other coworkers to educate an employee on everything else. This is where the problems start developing; a manager may or may not acknowledge an employee's faults, and these continue unfixed, and the customer is the one who suffers the consequences (i.e. bad service). The restaurant also suffers the consequences because as I stated before, bad service could definitely result in lost business. An employee cannot refer to the policies because they are not exactly explicit on what the procedures are, and the packet does not redirect you to a website or another source to help you find a solution to your problems/faults.

The root of all these problems is the policy packet given to new employees; if an employee has a question or is unsure if they are doing a certain task right, the first resource is their coworkers



(specifically their managers). However, not every manager has the answer to every question. The only other source available for an employee is their policy packet because that is the only document given to the employee by the company. The packet, however, contains very basic information, has no simple instructions about job functions, and offers no other resources for the employee to research.

Solution to McDonald's Employee Policy Packet

My manual on Employee Policies will help solve the following problems:

- Lack of proper, friendly behavior towards customers
- Lack of acquiring the correct help when confronted with miscommunication with a customer
- Inadequate hands-on training that does not address or correct a new employee's problems
- Insufficient policy packet that does not serve as a good reference for new employees.

By rewriting the policy packet given to new employees to resemble more like a manual, employees will be more informed as to what constitutes appropriate behavior towards customers and coworkers, and what procedures are available that handle common new employee problems (i.e. miscommunication). If the manual does not answer an employee's question thoroughly then there will be other resources listed on the manual. The rewritten manual will be a confident resource for the managers to refer their employees to if they were unable to answer the employee's question(s). The new manual should be the ultimate source for finding the answer to any problem a new employee might have. Employees are now informed and have bettered themselves as employees, thus reducing the possibility of bad service.

Outline for New Employee Manual*

- Introduction-Welcome to McDonald's!
 - Define the purpose of this manual
- Employee Job Requirements
 - Employee Uniforms
 - Other resources regarding uniforms
 - Employee Appearance
 - Other resources regarding employee appearance
 - Employee Meals and Discounts
 - Other resources regarding employee meals
 - Employee Loitering
 - Other resources regarding employee loitering
- Employee Job Functions
 - Drive-Thru Responsibilities
 - 1st Window (Pay-Here)
 - 2nd Window (Pick-Up Here)
 - Other resources regarding Drive-Thru responsibilities
 - Kitchen Responsibilities
 - 1st Cook
 - 2nd Cook
 - Other resources regarding Kitchen responsibilities



- Front/Customer Service Lobby Responsibilities
 - Cashiering
 - Money Handling
 - Lobby Clean-Up
 - Other resources regarding Front/Customer Service Lobby responsibilities
- Managerial Responsibilities
 - Organizing Crew Members
 - Customer Complaints
 - Money Handling
 - Other resources regarding Managerial responsibilities
- Employee Wages
 - Pay Period
 - Probationary Period
 - Other resources regarding Employee Wages
- Sexual Harassment in the Workplace
 - Definition/Types of Sexual Harassment
 - Procedure on How to Report Sexual Harassment
 - Sexual Harassment Consequences
 - Other resources regarding Sexual Harassment in the Workplace
- Additional Resources
 - For Single Parents
 - For Students
 - For Disabled Workers
 - Contact Corporate

*Some subheadings may not appear in all manuals, depending on each restaurant's policies.

Work Plan for New Employee Manual

I plan on working on this project for a total of 6 months, beginning January 2015. I should have a rough draft finished by March 2015, and have the final draft ready by June 2015. The type of paper the manuals will use is standard 8.5" x 11" white paper, all held together with spiral binding. The layout of the manual will be a standard chapter-subsection type of layout. The final chapter will contain solely resources for the employee's convenience. Corresponding diagrams/graphics will mostly be utilized in the "Responsibilities" chapters to illustrate certain procedures, kitchen layouts, etc.

Qualifications for Rewriting New Employee Policy Packet

I am more than qualified to take on this project because I have personally experienced the kinds of problems or concerns a new employee might have. I also saw other employees who struggled, affecting their service. None of us could refer to the policies given to us because they were not helpful. I also have experience writing technical documents, such as manuals, through a technical writing course I enrolled in.



Budget for Rewriting Policy Packet for New Employees

| | Labor Costs | Printing Costs | Implementation Costs | |
|--------------|--------------------|---|-----------------------------|--------------------|
| | Hourly Rate-\$30 | Ink-19.20 | Shipping-266.38 | |
| | | Paper-4.40 | | |
| | | Spiral Binding-3.29 | | |
| | | Hole Punched-.20 | | |
| | | Tabs-2.18 | | |
| | | Front Cover (color, with clear plastic cover)-.67 | | |
| | | Back cover (color)- .67 | | |
| Total | 15,600 | (one manual) 30.61 | (one manual) 266.38 | \$ 15896.99 |

Labor costs would only include my salary, as no one will co-write with me. The printing costs will reflect the costs of a standard template manual. The implementation costs reflect the cost of transporting the manual from my residence to McDonald's Headquarters.

Conclusion to Proposal on Rewriting Policy Packet for New Employees

McDonald's can improve their multi-million dollar business by providing helpful manuals to their new employees to ensure optimal customer service. Rewriting the current packets employees receive will only increase company revenue in the long run. Please contact me at (214)-555-5555 and/or email me at ak7047@yahoo.com. It is with pleasure that I look forward to this endeavor so that every McDonald's restaurant will be known for their excellent customer service.

