

Sensitivity of Sales and Cashflows to Measures of Employee Morale, Operational Efficiency and Customer Satisfaction

McDonald's recently rolled out a comprehensive restaurant-specific operations and customer satisfaction measurement process for all of its 13,500 U.S. restaurants. This information is collected through a number of different measurement tools: an internal grading process, a mystery shopper program, a national 800 number for customer complaints and praises, as well as an employee commitment survey.

The objective of this project will be to come up with a model that will help McDonald's understand the strength of the correlation between the various operations and customer satisfaction measures and corresponding sales, guest counts and cashflows.

McDonald's will provide the team with access to all of our restaurant-specific data and will ask each member to sign a confidentiality agreement.