



# Learning Technology Consulting Solutions - **McDonald's Global Learning & Development**

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## Profile: McDonald's Global Learning & Development - McDonald's Restaurants

One of the leading Quick Service Restaurants (QSR) in the world, McDonald's generates over 20 billion dollars in annual sales worldwide at over 38,000 restaurants serving over 69 million people per day.

The McDonald's Global Learning & Development team provides training globally to over 200,000 employees who are responsible for delivering quality food in a timely fashion.



**\$21B**  
Annual Sales



**38k**  
Restaurants  
Worldwide



**69M**  
People  
Served Daily

## Problem: Videos not playing in McDonald's Global Content

McDonald's Global Learning & Development has a catalogue of over 4,000 electronic learning documents consisting of tens of thousands of interactive learning webpages that leverage an interactive custom learning element called a "widget." The McDonald's widget is used in learning documents to play videos from a global content repository. The global learning team discovered that recent internet browser updates caused the widget, which displays videos from the content server, not to function. That issue affected the company's entire library of training and potentially hampered the efficiency of training for more than 200,000 employees.

## Fixing the Problem

The traditional in-house solution would be for the learning team to seek programming resources from the lines of business to help locate every old instance of the interactive widget code and replace it, which would be daunting and prone to human error. A team of experts knowledgeable in HTML would have to manually locate all instances of the broken code for each document, which could take up to two hours to identify and replace the defective widget, verify for quality assurance (QA) and then test the replacements to ensure video playback. Finally, all changes would have to be catalogued for compliance.

To achieve this internally would have resulted in thousands of hours of effort and created a significant delay in getting the full catalogue of training restored and accessible to McDonald's staff.

## Delivering the Solution

McDonald's realized automation could be the key. The company engaged **CGS**, its long-time custom learning and technology partner, to provide a resilient automated solution.

Using custom software programming and robotic process automation (RPA) scripts to find and make the changes to the code in McDonald's catalogue of learning, the CGS team scanned over 4,000 electronic documents, identified and replaced the problem areas and restored the training in two weeks.



**4,000**

Documents  
Scanned



**2 Weeks**

To Restore  
Training

## The Result

CGS designed, developed, implemented and tested custom-built automation software and processes that fixed a critical video display problem and reduced the effort from an estimated 120 elapsed days to 14 days, and at 1/10th of the estimated cost, saving hundreds of thousands of dollars.



**\$400k+**

Dollars Saved

"CGS is our go to partner especially when it comes to complex technology solutions involving learning."

**-Maddie Strange**

Senior Director Learning & Development

McDonald's Global Learning & Development

### About CGS Enterprise Learning

CGS serves as a trusted partner to many of the world's most dynamic companies, delivering innovative, custom learning solutions essential to scaling people, processes and performance. Through tech-forward engaging programs, leveraging AI, AR/VR, machine learning and gamification, CGS provides professional development solutions, blending emerging technology with essential virtual shoulder-to-shoulder training. Augmented reality is bridging gaps by improving learning engagement and retention in real time while delivering real business benefits. CGS is creating rich experiences through technology-enabled custom content with Teamwork AR. Each learning solution, whether digital or physical, is custom-tailored and designed to engage employees and keep clients' employee-related business fundamentals strong in an ever-changing corporate environment.

**To learn more contact us at [learning@cgsinc.com](mailto:learning@cgsinc.com) or 1-212-408-3800.**