

At-A-Glance for Managers

MyMcDonald's Rewards

New
England



Overview

What?

MyMcDonald's Rewards is the new Global Mobile App (GMA) reward program for everyone!

- It's a simple program with one membership level and no credit card is required.
- Everyone can participate and has the same access to all rewards, opportunities and benefits.



Customers **earn** 100 points for every \$1 they spend at McDonald's. They can then **redeem** those points for FREE food on a future visit.

Why?

Many companies and most Quick Service Restaurants offer reward programs — and many customers expect them.

They're an opportunity to personalize the customer's experience, provide great value and encourage future visits.

How?

New and existing customers can enroll via GMA.

Once enrolled, customers can start earning points right away at all order points (Drive Thru, Front Counter, Kiosk and via Mobile Order & Pay).



Benefits of MyMcDonald's Rewards

For Customers

- Additional opportunity for value at every visit
- All McDonald's features — such as Mobile Order & Pay (MOP), deals and now rewards — are available in the same app, for a single combined digital account
- A more personalized experience that provides added choice and control

For Restaurants

- Reward programs build sales through increased incremental trips and spend
- MyMcDonald's Rewards integrates with operations, working across all channels, including Drive Thru

For McDonald's Business

- Will be able to learn more about customers and provide a more modern service experience, leading to further increases in visits and sales

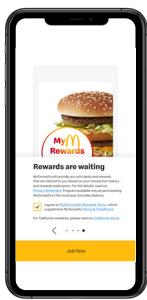
MyMcDonald's Rewards

SIGN UP

EARN

REDEEM

- On GMA
- Start earning points right away
- Introductory tutorial available



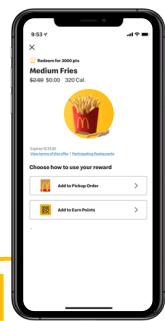
- Use GMA to receive points
- Earn 100 points for every \$1 spent on eligible food purchases



- Use points earned to get FREE food on the Rewards Menu.
 - Can redeem 1 reward per transaction
- 4 tiers of products at a range of points.
- 4 products per tier for a total of 16 products
 - 4 food items during **breakfast** (1 per tier)
 - 2 beverages available **all day**
 - 10 food items **rest of day**

Rewards Menu

Points	Products	Breakfast	All Day	Regular Menu
1500	Hash Brown Vanilla Cone Cheeseburger McChicken (Regular + Hot N' Spicy)			
3000	Sausage Burrito Large Iced Coffee Medium Fries 6 pc. McNuggets			
4500	Sausage McMuffin with Egg Large Frappe Filet-O-Fish Large Fries			
6000	Bacon, Egg & Cheese Biscuit Quarter Pounder with Cheese Big Mac Happy Meal			



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The Customer Experience

EARN

REDEEM

Drive Thru



Customers identify themselves using their 4-digit numeric code at the COD.

- Different code at every visit.

Having customers provide their code at the COD:

- Minimizes impact to speed of service
- Improves order accuracy
- Reduces the number of questions
- Provides the customer the correct order total at the COD and allows them time to prepare cash/credit card before arriving at the payment window
- Personalizes the customer experience because crew can greet them by name

At COD, customer reads out their 4-digit code.

- Can provide code at any point during order taking.
- Will earn points after payment has been processed. (No change to the payment process.)

When customer has earned enough points:

- They select a reward on the Rewards Menu in GMA.
- Redeem the reward by giving their 4-digit code when ordering at the COD.
 - Can provide code at any point during order taking, but preferably at the beginning.

Front Counter



Customers identify themselves by scanning the QR code displayed on GMA.

- Different code at every visit.

NOTE: Customers can provide their 4-digit code verbally for the crew person to enter into the register.

Customer scans the QR code displayed on GMA.

- Can scan at any point during order taking.
- Will earn points after payment has been processed. (No change to the payment process.)

When customer has earned enough points:

- They select a reward on the Rewards Menu in GMA.
- Redeem the reward when ordering by scanning the QR code displayed on GMA.
 - Can scan at any point during order taking, but preferably at the beginning.

Kiosk



Customers identify themselves by entering their 4-digit code or scanning the QR code displayed on GMA.

NOTE: Today, customers can NOT view or manage their MyMcDonald's Rewards account via the kiosk. But they CAN earn points and redeem rewards.

When placing an order on the kiosk, the customer enters their 4-digit code or scans the QR code displayed on GMA.

NOTE: Customers may need to be patient. Currently, the kiosk scanners can sometimes be slow.

When customer has earned enough points:

- They select a reward on the Rewards Menu in GMA.
- Redeem the reward at the kiosk by entering their 4-digit numeric code or scanning the QR code displayed on GMA.

Mobile Order & Pay



No change to existing process. Customers place their MOP orders and check in as they do now.

NOTE: Customers who are currently enrolled in MOP will see a "join now" splash page when updating the app to encourage them to enroll in the reward program.

Customer completes process in GMA.

Customer completes process in GMA.

This is ALSO the same process for deals!

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Service

Taking Orders in DRIVE THRU



Customer Actions



Crew Actions

1 CUSTOMER ID

Customer at COD reads out 4-digit numeric code.
4 Numbers = Rewards/Deals
12 34

- Different code at every visit



2 REGISTER KEY

Select **"Rewards/Deals"**.

Rewards
Deals

3 CODE ENTRY

Enter 4-digit numeric code and select **"Enter"**.
At any point during order taking

Register Screens



NOTE

Entering the code at any point during order taking means crew no longer need to enter the item into the register before the customer provides the code!

4 CONFIRMATION

Displayed at top of sales panel:

Name MyMcDonalds Rewards

EARNING

"Hi, NAME. I see you're earning points. What can I get for you today?"

When complete, press **"Take Out Total"**.

- OR -

Displayed at top of sales panel:

Name MyMcDonalds Rewards
Free ITEM Reward

REDEEMING

"Hi, NAME. I see you're redeeming a free ITEM."

Clarify if needed.

Enter item.

Name MyMcDonalds Rewards
Offer Applied to Order

Reward applied

Ask: **"Will there be anything else for you today?"**

When complete, press **"Take Out Total"**.

Crew will NOT see the customer's point balance.



Earning OR Redeeming?

- Use the customer's name and confirm they are earning points or redeeming rewards.
- Crew do NOT need to ask if the customer is earning or redeeming.
- If the yellow box appears at the top of the sales panel, that means the customer's rewards or deal code has been applied to their unique account. **Do NOT** scan or enter it again.

Redeeming?

- Clarify rewards as needed, for example:
 - "I see you're redeeming a free large Frappé. Will that be Caramel or Mocha?"**
- Enter the reward item being redeemed into the register.
 - The item being redeemed MUST appear in the sales panel.

COVID Safety Guidelines for Crew

Continue to follow all contactless procedures, including:

- Use paddle for the credit card reader so customers swipe their own credit card.
- Hand bags to customers with double fold to the side without touching their hand.

This is ALSO the same process for deals!

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Service ... continued

Taking Orders at FRONT COUNTER



Customer Actions

Customer scans the QR code displayed on their phone at any time during the order taking process.



Crew Actions

1 SCAN QR CODE

Customer scans QR code to earn or redeem points.



Customers can also say their code. Select "Rewards/Deals" key and enter their 4-digit numeric code.

Rewards
Deals



Register Screens

NOTE

Scanning the QR code at any point during order taking means crew no longer need to enter the item into the register before the customer scans the code!

2 CONFIRMATION

Displayed at top of sales panel:

Name MyMcDonalds Rewards

EARNING

"Hi, NAME. I see you're earning points. What can I get for you today?"

When complete, press "Take Out Total" or "Eat In Total".

- OR -

Displayed at top of sales panel:

Name MyMcDonalds Rewards
Free ITEM Reward

REDEEMING

"Hi, NAME. I see you're redeeming a free ITEM." Clarify if needed.

Enter item.

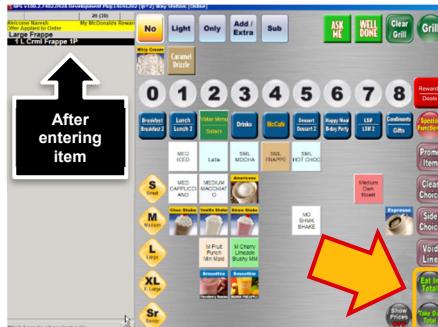
Name MyMcDonalds Rewards
Offer Applied to Order

Reward applied

Ask: "Will there be anything else for you today?"

When complete, press "Take Out Total" or "Eat In Total".

Crew will NOT see the customer's point balance.



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Service ... continued

Menu Item Setup Information

- Restaurants will receive a software upgrade to enable MyMcDonald's Rewards functionality (SP10.2).

Answering Customer Questions

- Whether in the Drive Thru, at the Front Counter or assisting customers at the Kiosks, all order takers and GESSLs should be able to answer the following common customer questions about the MyMcDonald's Rewards program.

How do I enroll in the MyMcDonald's Rewards program?	<ul style="list-style-type: none"><i>"Download the McDonald's app and enter your email address."</i> – If available nearby: "Scan the QR code right here."<i>"If you already have the app, simply update the app and opt in when prompted."</i>
Do I need to sign up for MyMcDonald's Rewards to get deals in the app?	<ul style="list-style-type: none"><i>"Yes. You will need to opt in to MyMcDonald's Rewards to be able to use the McDonald's app."</i>
I can earn points on "all eligible priced items" — what's <i>not</i> included?	<ul style="list-style-type: none"><i>"McDelivery and delivery fees, Arch cards. Sweetened beverage or bag taxes will not earn points."</i>
How quickly will I get my points?	<ul style="list-style-type: none"><i>"Customers will typically get their points in 3-4 minutes, but it can take up to 24 hours."</i>
If I provide a code to redeem a reward, do I need to provide another code to earn points?	<ul style="list-style-type: none"><i>"No! By providing your reward code, you will automatically earn points for the rest of your order."</i>
Where have the punches on my McCafé punch card gone?	<ul style="list-style-type: none"><i>"Each punch that you've already earned has been automatically converted to 400 points per earned punch."</i><i>"Previously, you could only redeem for coffee. Now you have lots of different free food items to choose from!"</i>
Can I earn at a restaurant that isn't participating in the rewards program and redeem points at restaurants that are?	<ul style="list-style-type: none"><i>"This program is currently in test. So, you will only be able to earn and redeem points within this market."</i>
How long do points last?	<ul style="list-style-type: none"><i>"Points expire 6 months after they are earned."</i>

- Refer to the Frequently Asked Questions for a complete list.
- **BEST BET:** During training, use the Frequently Asked Questions to role play some of the most common questions.

Deployment

Training Materials

- At-A-Glance for Managers (*this document*)
- At-A-Glance for Crew
- Station guides
 - Front Counter register reminder
 - Drive Thru register reminder
 - Drive Thru Back Booth reference guide
- GESSL Card
- Crew Room poster
- Crew videos:
 - Drive Thru
 - Front Counter
- MyMcDonald's Rewards simulator
- Frequently Asked Questions

Refer to the GESSL Card for details on how to help customers log into the kiosk to earn and redeem points. It also lists common questions and answers, including the products available by daypart.

These are a great resource for GESSLs. They should also be placed by the registers for service crew (with products by daypart facing up).



Also available in Spanish.

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Deployment ... continued

GESSL Responsibilities

- Be familiar with the navigation of GMA and MyMcDonald's Rewards. Use the simulator and after Go Live, sign up and try it for yourself!
- Be prepared to:
 - Answer any questions about the MyMcDonald's Rewards program.
 - Help customers who want to sign up to start earning points — of course, adhering to all social distancing guidelines and not touching the customer's phone.
 - Assist customers who are unfamiliar with how to use the kiosk to earn or redeem rewards.
- Be on the lookout for customers who look unsure. Look for opportunities to reach out with a friendly "Can I help you out with that?" or "Have you heard about the new rewards program at McDonald's?"

Key Dates

- **1/6:** MyMcDonald's Rewards button added to register home screen.
- **1/7:** NABIT webcast
- Further dates to be provided during the webcast.

Key Activities

General Manager

- Prior to restaurant training:
 - View the NABIT webcast.
 - Make sure all training resources are posted.
 - Test access to the videos and simulator (available on the NABIT channel in FRED).
- Prior to the test:
 - Confirm that the software upgrade has been made (SP10.2) and the "Rewards/Deals" key appears on the registers.
 - Ensure all training materials are being utilized and key procedures reinforced (i.e., enter code at COD, greet customer by name and confirm they are either earning points or redeeming rewards, enter the item being redeemed into the register).
- Make sure the following tasks are carried out. Also follow typical department routines and responsibilities.

General Manager, People Manager, Quality Manager AND Hospitality Manager

Before Go Live:

- Train the managers and crew on MyMcDonald's Rewards using the videos, At-A-Glances and the simulator.
 - Be sure to reinforce that they should ONLY enter menu items available during that daypart, e.g., customers will NOT be able to redeem points for hash browns during regular menu hours.
 - Encourage crew to refer to the GESSL card (placed by each register) as a reminder.
- BEST BET:** To train weekend and/or part-time crew, consider conducting a crew meeting during the week.

- Verify that service crew can:
 - Follow correct procedures when taking an order for the customer to earn and redeem points.
 - Answer customer questions. **BEST BET:** Use the Frequently Asked Questions to role play some of the most common questions.
- Clarify that Mobile Order & Pay and McDelivery customers/drivers will still provide their code at COD.
 - Crew will need to recall these orders by finding the alphanumeric order code using the correct button on the register.
 - Crew can distinguish because: 4 numbers (e.g., 12 34) = Rewards and Deals | 2 letters + 2 numbers (e.g., XY89) = MOP.
- Continue to reinforce all social distancing, cleanliness and hospitality procedures to help ensure the safety of the restaurant team and your customers.

After GO LIVE:

- Encourage managers and crew to sign up for MyMcDonald's Rewards themselves so they can try out the app.
 - Remind them of the "Learn and Earn" points they can receive for completing the simulator. (Those completing the simulator prior to Go Live will see their Learn & Earn points in the app as soon as they download or update the app after Go Live.)
 - Clarify they can earn points based on what they pay for their employee meals. (If your restaurant's employee meals are free, then they won't earn points on those transactions.) They can also earn points on purchases made with the national employee discount.
 - Clarify they can only earn points for their personal purchases.

People Manager

- Make sure all training resources are being utilized.
- Confirm on-the-floor training resources are posted.
(Look for the **red** header!)
 - Register reminders
 - Drive Thru Back Booth reference guide
 - Crew Room poster
- Place a GESSL card by each register, with the products by daypart side visible.

Quality Manager

- No additional tasks

Hospitality Manager

- Make sure the restaurant's scanners are working properly.
 - Any issues? Check the registers' troubleshooting help screen.

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What if?

Here are some of the special situations that may arise and how they should be handled.

Customer says, "I have a code," without specifying what type of code.	<ul style="list-style-type: none">Ask, "Is that a rewards code?"Then ask for and enter the code provided (4 numbers or 2 letters + 2 numbers).
Customer forgot to give their code at the COD and provides it at the cash window instead	<ul style="list-style-type: none">From the Tender screen, select "Modify Order."Then select "Rewards/Deals" and enter their 4-digit numeric code.Politely remind them for faster service on their next visit to provide their code at the COD.
Customer in the Drive Thru provides 2 different codes	<ul style="list-style-type: none">Say, "Yes. What is your code?"Enter the second code into the register.
Customer orders a combo meal and wants to redeem points for the fries	<ul style="list-style-type: none">Press "Break a meal."Apply reward for the fries.
Two customers in one car with separate orders	<ul style="list-style-type: none">Each customer would need to have the app open and their 4-digit numeric code ready to read to the order taker when they get to the COD.The crew person would enter each order separately with the Multi Order button just like they do now, with the addition of entering each customer's 4-digit numeric code and following the steps for earning or redeeming.
Customer says they either forgot to give their code, did not receive their points or the wrong number of points were added or deducted from their account	<ul style="list-style-type: none">Direct the customer to contact the Call Center at 1-800-244-6227 to provide their email address to a Call Center representative to look up their account transactions.
Crew person entered the wrong code	<ul style="list-style-type: none">Message will be displayed: "Unable to process offer... please try entering code again."Crew person clicks OK and continues by entering the correct code.
Crew person received an error on the register after entering the customer's 4-digit numeric code	<ul style="list-style-type: none">"Unable to process" means it's the right format but wrong code."Invalid code" means it was the wrong format.Crew should ask the customer for the 4-digit numeric code displayed on their phone and try re-entering it.



Remember!



- MyMcDonald's Rewards is available across all channels.
- The process works the same for rewards AND deals.
- Customers can earn 100 points for every \$1 they spend.
- Customers use points earned to get free food on the Rewards Menu: 4 tiers of products at a range of points, total of 16 products and can redeem 1 reward per transaction.
- Customer identification varies:
 - Drive Thru: 4-digit code provided at COD
 - Front Counter: Scan QR code at front counter OR say 4-digit code for crew to enter
 - Kiosk: Scan QR code OR enter 4-digit code into the kiosk
- The 4-digit numeric code in GMA is different at every visit.
- There is no change to the process for picking up MOP orders.**
- Order takers should use the customer's name and confirm if they are earning points or redeeming rewards.
- When customers are redeeming rewards:* After entering/scanning code, order takers need to enter the customer's selected reward into the register.
- As always:
 - Make sure the **Key Activities** above are carried out. Also follow typical department routines and responsibilities.
 - Use the available resources including the **At-A-Glance for Crew, station guides, crew videos** and **MyMcDonald's Rewards simulator**. Materials are located on the NABIT collection on FRED.
- Continue to adhere to all social distancing, cleanliness and hospitality procedures to help ensure the safety of the restaurant team and your customers.**