

CASE STUDY



“ *McDonald's is renowned for its absolute customer focus. We know what our customers expect and always strive to meet their needs. Kontis has fully succeeded in meeting our requirements for an electronic learning solution, and our ongoing cooperation is the best proof of that.* ”

Alexander Molnár, Head of Training Department, McDonald's



McDonald's: A Global Leader Built on People Quality

McDonald's, the world's number one in fast food, serves nearly 1% of the global population every day. In the Czech Republic, it operates 68 restaurants and employs 3,700 people. The keys to McDonald's success are top-quality service, food quality, cleanliness, and accessibility—all underpinned by a perfectly trained team that must always be ready for new trends, products, and operational procedures.

Challenge: Rapid Adaptation and Efficient Training in a Dynamic Environment

High employee turnover (especially among students), the dispersion of restaurants across the country, and the need to respond instantly to changes in menu and operations—all of these placed significant demands on training. McDonald's needed a solution that would:

- Ensure a unified level of knowledge across all branches
- Enable quick training for new and existing employees
- Be accessible even to users with no computer experience
- Allow easy content updates and immediate distribution of new information

Solution: Modern E-learning with LMS iTutor

Kontis designed and implemented a comprehensive e-learning solution for McDonald's, based on the iTutor LMS platform—a leading Czech corporate learning platform that is now a market leader.

Key solution elements

- **Intuitive & engaging user experience:**

Courses were designed to be accessible to everyone—even those with no prior IT experience. Ronald, the company mascot, guides learners through courses, making the process friendly and motivating. Graphics match McDonald's visual identity, and each course is tailored to specific operational needs.



- **Interactive & multimedia content:**

Traditional printed manuals were transformed into modern interactive courses with animations, quizzes, games, and sound. Training is engaging, effective, and supports rapid understanding of new topics.

- **Offline availability & automation:**

Thanks to offline functionality, employees can study even without internet access. All results are safely synchronized with the central system, ideal for restaurant operations with limited connectivity.

- **Full HR integration & reporting:**

iTutor LMS integrates with McDonald's personnel system, automatically imports organizational structure, and enables detailed tracking of each employee's progress and results. Managers always have an up-to-date overview of qualification fulfillment and can quickly respond to team development needs.

- **Collaboration & feedback support:**

The platform offers communication channels and tools for collaboration between learners, trainers, and managers, including discussion forums and options for instant feedback.

Results and benefits for McDonald's

- Uniform and up-to-date knowledge base across all branches
- Faster and more effective onboarding for new employees
- Attractive learning formats that increase motivation and student outcomes
- Ability to instantly update content and distribute new information
- Detailed management overview of employee training and development
- Flexibility through offline mode and simple user interface

In summary

With the introduction of e-learning, McDonald's has solved a major modern challenge: the daily obsolescence of training materials caused by constant updates and increasing efficiency of operational procedures, as well as the introduction of



new products. Now, the process is very simple, maximally efficient, and fast. Every employee has access to the same resource, ensuring there cannot be any misunderstandings due to inconsistencies in training materials— which is especially important for McDonald's.