

# ARTICLE REPRINT

FROM THE

# MAXIMUM Customer Experience BLOG

Improve Your Customer Experience to Increase the Bottom Line!

## 7 Secrets of McDonald's Customer Experience

BY KELLY ERICKSON

### So Secret, Even McDonald's Doesn't Know Them Anymore!

Once, I worked at McDonald's. I was a teenager, what can I say? Maybe you did, too. If your teenage years are a bit dim in the rear-view mirror, maybe you were trained back when McDonald's seemed to strive for excellence in customer service, much more than they do now. (New sign at my local store: 90 second guarantee AFTER placing order, ONLY during breakfast and lunch rush. My memory isn't so dim that I can't recall we were always supposed to go from order to serve in less than thirty seconds, way back when. Eeek. Some promise.)

In fact my memory of McDonald's work is not dim at all. I was impressed with how they codified everything my mother wanted out of me at home (they paid better than Mom to get the work out of me, and I wanted the

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money). If there's just one secret, you who want to get more out of yourself and your staff, it's this: Do what would make your Mom proud.

That just won't cut it, 'cause I promised you a list of seven. Herewith:

### 7 Top-Secret Secrets of McDonald's Customer Experience

1. **Procedures** are everything. Read more on this [here](#).
2. **Clean** is everything else.
3. **The customer pays your salary.** They're not always right, but they must always be happy with their Experience, to pay your salary again tomorrow. Delighted is preferable. Exceed expectations.
4. **Never stand around.** If you aren't actively helping a current customer, clean something or fill something—you're helping a future customer. This is not the same as "look busy."
5. **Keep your eyes open.** Imagine the customer's Experience, then imagine improving it. This will give you a mental task list for those times when you are in danger of violating #3. Don't leave the straw wrapper for Joe to pick up. Be picky.
6. Word to live by: **Respect** (customers, management, coworkers); **hustle**; **anticipate needs.** Then no one will ever tell you what to do... or if they do, you can (respectfully) say you already did.
7. This may not be your ideal career, but it is your current one. A ditchdigger's work is as fine as any mogul's if he's doing his very best. **Take pride in your work. You're being judged by it, right now.**

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Oh, I was an overachiever, for sure. I didn't just want the regular money, I wanted that really good management money, and I got it, too. (Big wup, I hear you say.)

I sort of knew these things before I got there, and that made their job easier. (Keep this in mind when you're hiring.) McDonald's said them out loud, and once built their clean, mass-produced, groupthink utopia on these "secrets." You don't need groupthink utopia to achieve Maximum Customer Experience, but reinforcing these secrets with staff will elevate you in customers' minds almost immediately. Just think for a moment, about what a rarity clean has become. It's nearly a competitive edge.

**Did this bring back a moment from your McPast? What's the Secret that's stayed with you all these few-or-many years? What lesson did your minimum-wage beginnings teach you about growing your business with Maximum Customer Experience?**

Grow and be well,

Kelly Erickson

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### About VisionPoints, The Experience Designers

We're the small-business Experience Design company that saves you *big* frustration making *little* efforts that go *nowhere*. We're experts in **Experience audits and website user testing, put together with strategic positioning, compelling content, and design solutions** so you can grow your business.

Whether you're a traditional "bricks-and-mortar" company or a business operating solely on the Internet, we at VisionPoints want to help you increase sales and word-of-mouth. These days, "good enough" customer experience is everywhere and your customer knows it. We'll help you go beyond just making a sale, to making Maximum Customer Experience to encourage future sales and power you forward.

### About Kelly Erickson, Owner, Creative Director

"Can remarkable—Maximum—Customer Experience save your business? You bet! Through my blog, [Maximum Customer Experience](#), one of the longest-running sources for great Customer Experience tips and strategies, and my work with clients at [VisionPoints](#), I help plan the changes that make marketing to and connecting with your customers easier than ever before. If you're under pressure to make this the best year ever (who isn't?), I'd love to talk with you to find the solution for your small biz."

Kelly is the author of the well-respected Maximum Customer Experience Blog, an AdAge Power 150 blog and one of the longest running sources for great Customer Experience tips and strategies on the web. She has an absolute passion for helping other business owners and leaders to Go Where Your VisionPoints.

To contact us about helping your company to grow, please [click here](#).