



Emirates Fast Food Company: Serving Up a Satisfying Experience for Employees and Candidates

Emirates Fast Food Company LLC owns and operates McDonald's restaurants in the United Arab Emirates (UAE). To help ensure a consistent dining experience and serve some of the nation's favourite food across more than 185 restaurants, the organization relies on a young, highly diverse workforce made up of 25 nationalities. To offer employees the same **modern, mobile self-services** as customers, Emirates Fast Food needed to digitalize and standardize its inefficient, paper-based HR processes. With a new digital HR function, Emirates Fast Food Company has increased accountability, efficiency, and transparency, reduced the time and effort required to hire local talent, and significantly improved the employee and candidate experience.



Driving Employee Empowerment and HR Efficiency with SAP® SuccessFactors® Solutions

Before: Challenges and Opportunities

- Standardize HR processes and policies across the organization to increase the efficiency of HR
- Digitalize and automate time-consuming and inefficient paper-based, manual processes
- Ramp up local recruitment efforts in response to COVID-19 related travel restrictions

Why SAP

- Integrated portfolio of SAP® cloud solutions covering finance, procurement, inventory management, and HR
- HR solutions that cover the entire employee lifecycle; integration with SAP S/4HANA®
- Expert support and guidance from the Customer Success Office and the SAP Preferred Success teams
- Proven implementation experience and technical expertise from SAP partner SEIDOR MENA

After: Value-Driven Results

- Rolled out a single HR and payroll system for 5,000 employees across 185 restaurants, which serves as a single source of truth for employee data, and helps ensure consistency between payroll and finance systems
- Established standard HR policies, so every employee is treated in a fair and consistent manner
- Introduced digital, engagement-driving self-services, delivering a modern, mobile-first user experience, increasing accountability and transparency, and reducing paperwork by 90%
- Built an employee accommodation management application based on the SAP SuccessFactors® Employee Central solution
- Enabled recruiters to build up a local talent pool in a short period of time, keeping hiring going throughout the COVID-19 crisis and reducing reliance on overseas recruitment agencies
- Reduced the administrative burden on restaurant managers, freeing them to focus on customer services



“SAP SuccessFactors solutions help us to manage our young, diverse workforce more effectively, providing them with an **engaging digital experience**.”

Binay Moktan, HR Director, Emirates Fast Food Company LLC

40x

Faster to complete key HR processes such as vacation requests

70%

Faster to allocate employee accommodation

75%

Faster to complete performance reviews

Instant

Access to personal information, pay slips, and more via mobile

Featured Partner



SAP SuccessFactors

Emirates Fast Food Company LLC
Sharjah, United Arab Emirates
www.mcdonaldsarabia.com

Industry
Retail

Products and Services
Restaurants, food services

Employees
5,000

Featured Solutions and Services
SAP SuccessFactors solutions,
SAP Preferred Success

THE BEST RUN





Satisfying Growing Appetite for Convenient, Digital HR Services

Emirates Fast Food Company LLC's workforce is young, diverse, and highly distributed – 65% of employees are aged 22-28 and they work at more than 185 restaurants across the UAE. Paper-based, manual HR processes were inefficient, and disparate policies made it difficult to manage HR effectively and deliver a consistent employee experience.

With the SAP® SuccessFactors® Employee Central solution, Emirates Fast Food Company centralized, standardized, and optimized HR processes based on proven best practices. The organization benefits from a single source of truth, instant access to employee data, automated approval workflows, and enhanced reporting capabilities – all available **on the go, anytime, anywhere** via the SAP SuccessFactors Mobile app. This has reduced the number of phone calls that store managers have to deal with by 75%, dramatically reducing administrative workload.

When the UAE government closed its borders to prevent the spread of COVID-19, Emirates Fast Food Company suddenly found itself unable to recruit people from overseas. Thanks to the SAP SuccessFactors Recruiting solution, the organization was able to rapidly ramp up its local recruitment efforts. Today, 150 people are recruited locally each month, compared to 30 before. Looking ahead, Emirates Fast Food Company expects to keep prioritizing local candidates, reducing its reliance on overseas recruitment agencies.

“With SAP SuccessFactors solutions, we can deliver a **consistently excellent experience** for employees at all our restaurants, so they can deliver an equally great experience to customers.”

Binay Moktan, HR Director, Emirates Fast Food Company LLC

2 FTEs

Manage all local recruitment

1,000

Résumés processed each month

100%

Digital recruitment

100%

Data accuracy





Featured Solutions and Services

Emirates Fast Food Company LLC selected the following SAP® solutions to underpin its **HR transformation journey**:

- SAP SuccessFactors® Employee Central
- SAP SuccessFactors Employee Central Payroll
- SAP SuccessFactors Performance & Goals
- SAP SuccessFactors Recruiting
- SAP SuccessFactors Succession & Development



