Objective
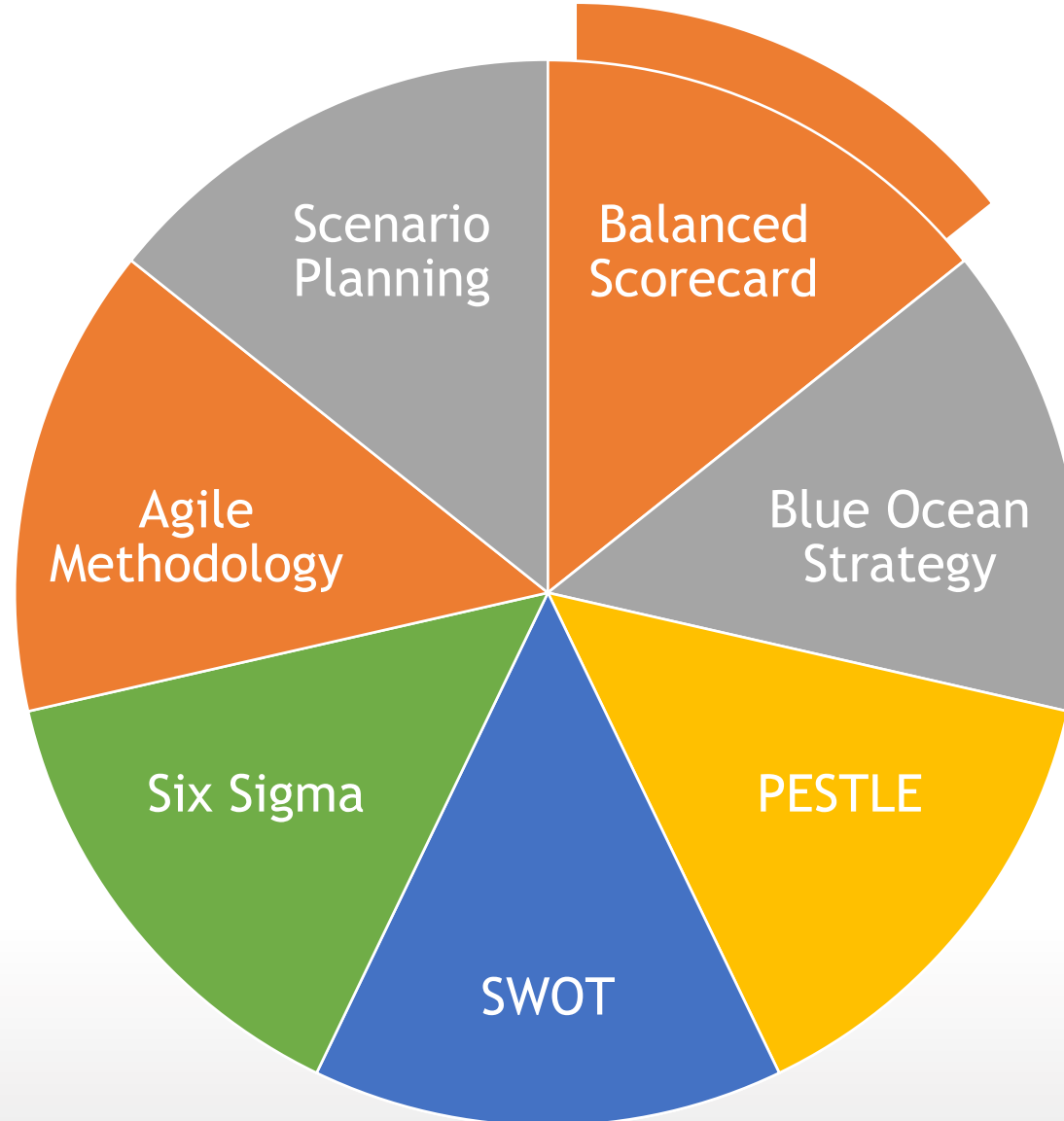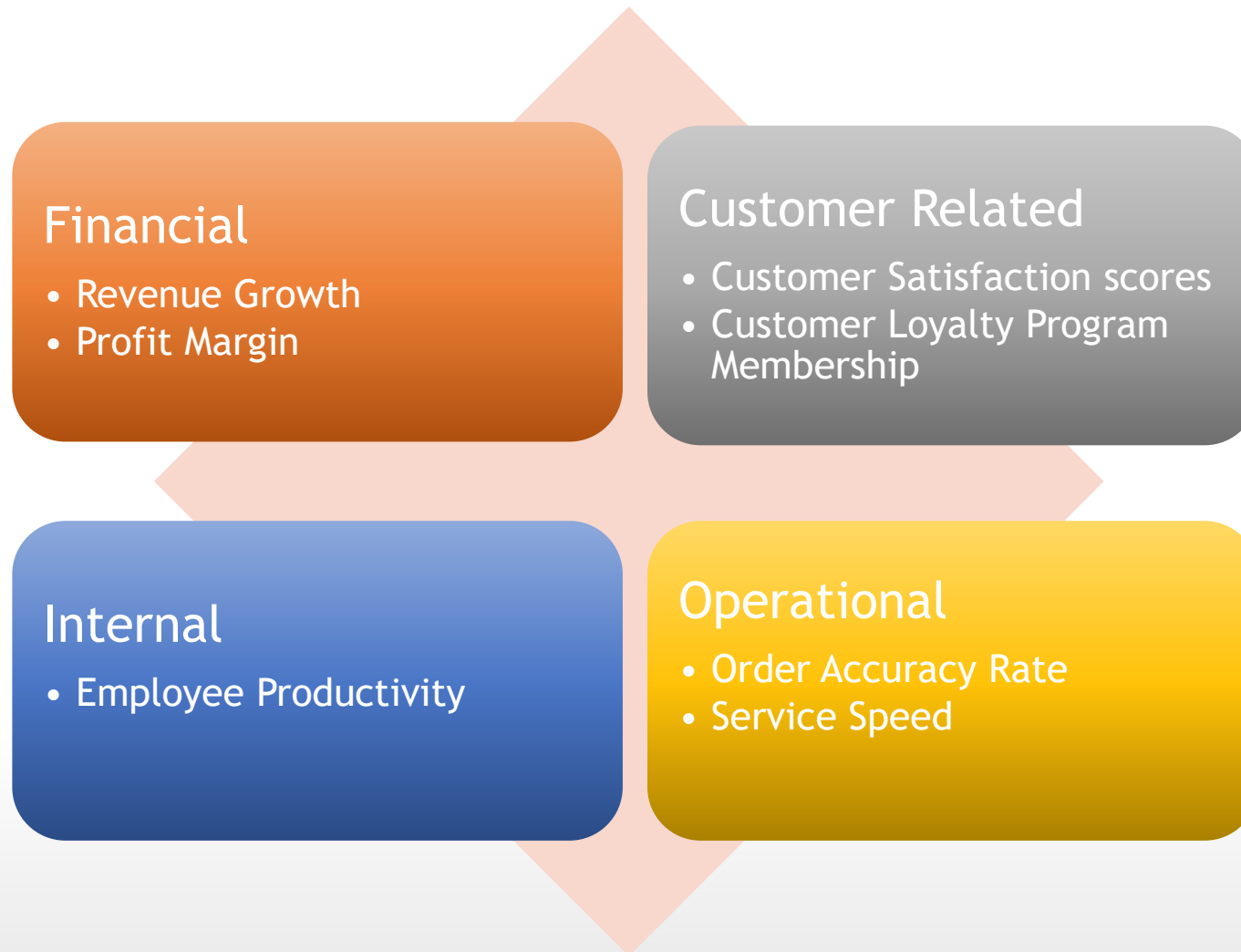
- Increase McDonald's revenue by 12% year over year.
- Be the Canadian's preferred fast-food chain.

Balanced Scorecard

Financial
- Revenue Growth
- Profit Margin

Customer Related
- Customer Satisfaction scores
- Customer Loyalty Program Membership

Internal
- Employee Productivity

Operational
- Order Accuracy Rate
- Service Speed

KPI: Revenue Growth

Financial

Why is important?

- Aligned with our main objective of increase revenue by 12%.
- Ultimate measure of financial success.

How are we measuring it?

- Sales Data (Sales prices, order, product type, product features)

Cost/Effort

- Stored in store Database through POS with every transaction. Easy and cheap to retrieve.

Target

- 12% Revenue increase YoY. Track monthly revenue.

KPI: Profit Margin

Why is important?

- Operating Income Margin measures a company's efficiency in turning revenue into operating profit.

How are we measuring it?

- Operating income figures from two periods (e.g., current and previous periods).

Cost/Effort

- maintaining accurate financial records, personnel time, and potential software expenses like SAP and, Quickbook.

Target

- 12% Operating Income Growth to expand into new market year over year

KPI: Employee Productivity

Why is important?

- it directly impacts a company's profitability, efficiency, and overall success.

How are we measuring it?

- Employee productivity can be measured by tracking output (e.g., units produced, sales generated, projects completed) per input unit (e.g., hours worked, resources used).

Cost/Effort

- Employee productivity is measured by tracking units produced by CRM divided by hours worked using Toggle Track, Clockify, or Harvest

Target

- Increase average sales per hour for customer service representatives by 15% within the next quarter.

KPI: Customer Satisfaction

Why is important?

- It drives revenue growth and loyalty, helping McDonald's achieve its goals of higher sales and market leadership in Canada.

How are we measuring it?

- NPS(net Promoter score). Survey Data(Surveys asking customers to rate their experience on a 1–5 scale.)

Cost/Effort

- Moderate investment and effort, with costs largely driven by survey tools, software, and analysis, streamlined through automation.

Target

- Achieve a satisfaction score of 90% or higher consistently.

KPI: Customer Loyalty Program Membership

Why is important?

- It drives repeat business, increases revenue, and fosters brand loyalty, helping McDonald's achieve both objectives.

How are we measuring it?

- Measure it by tracking the number of active loyalty program members, their purchase frequency, and average spend per member.

Cost/Effort

- Investing in CRM systems, app integrations, and marketing campaigns, along with staff training for program execution.

Target

- Increase loyalty program membership by 20% within the next 12 months.

KPI: Service Speed

Operational

Why is important?

- Ensures customer satisfaction and repeat business.

How are we measuring it?

- Time from order placement to delivery.

Cost/Effort

- Staff training, workflow, and tech upgrades.

Target

- Service time under 3 minutes.

KPI: Order Accuracy Rate

Operational

Why is important?

- Ensures customer satisfaction and operational efficiency.

How are we measuring it?

- Percentage of correct orders.

Cost/Effort

- Staff training, quality control.

Target

- 95% or more order accuracy.