



QSC & V

QSC & V...The Foundation that Built McDonald's Success

At McDonald's, we have one, single agenda: to provide 100 percent Total Customer Satisfaction. All of the company's initiatives are measured by that single screen. We are always asking ourselves if we are enhancing the McDonald's experience and making our restaurants the world's best quick service restaurant choice for customers.

And the formula for achieving that goal in our restaurants is a long-standing one within McDonald's. Our operating philosophy is based on the QSC & V formula – representing Quality, Service, Cleanliness and Value.

Quality has always meant ensuring that our customers receive food products that are the result of the best ingredients, strict standards, and proven preparation procedures to guarantee a safe, great tasting product.

McDonald's goal is to be the industry's optimum-cost producer – not the lowest cost – because we will never abandon our commitment to quality. The quality concept has been extended throughout the corporation through McDonald's Quality Management, which instills the culture of quality through such principles as being customer driven, managing with facts, valuing people, and continually improving every aspect of our business.

Service that's fast and friendly has always been a foundation for success at McDonald's, and by using service enhancement techniques we are able to provide service that exceeds our customers' expectations. This process empowers restaurant teams to deliver customer satisfaction by training crew members to think like customers and providing them with the tools and authority to deliver exceptional customer experiences. Similar programs are focused at enhancing the experience of customers who utilize the drive-thru at local restaurants.

Cleanliness has been a McDonald's principle from the day Ray Kroc first opened the doors of his first restaurant. This means having the cleanest and freshest facilities – from the kitchen and dining room to the rest rooms and parking lots. Neighborhood litter patrols organized by the restaurant have been a staple from the beginning, and today's restaurants are typically an active part of local environmental efforts, often sponsoring recycling and clean-up campaigns.

Value means low prices at McDonald's and much more. Today, value is defined as the total experience you receive for what you pay, and at McDonald's, the total experience includes great food, friendly folks, a clean environment, as well as quick and accurate service.



McDonald's is committed to improving both sides of the value equation by finding ways to make the business more efficient to keep menu prices down, while at the same time, focusing our efforts on enhancing the customers' experience. It is this continual push to add value to the McDonald's experience that is fueling our drive toward achieving 100 percent Total Customer Satisfaction.