

Mobile Order & Pay (MOP) Health Check

Leading with Hospitality

- Review Organizational Digital Plan
- Observe DT, Curbside, & Dine-In from the outside and inside
- Place a mobile order
- Coach to Success
- Execute fast, accurate, and friendly MOP operations

- Step 1 – Complete monthly (Supervisor, GM and/or GSM)
- Step 2 – Answer questions either Yes (Y) or No (N)
- Step 3 – Decide should you Fix it Now (FN) or add to Action Plan (AP)
- Step 4 – Choose 1-2 items below make a plan to improve
- Step 5 – Follow up on the plan

Place a mobile order on the McDonald's App & evaluate your experience as a customer.	Y/N	FN/AP
Are all McDonald's products available on the GMA?		
Was the order in the correct packaging and presented correctly?		
Was the order accurate? (including condiments, napkins)		
Was the order Gold Standard Quality?		
Was the MOP service experience time within customer expectation (the target is 4:00 or <)?		
Did the employees interact with you in a friendly manner and attentive to you as a customer?		
Was the restaurant clean and were all safety practices followed?		
How would you rate the MOP overall customer experience (1 to 5, with 5 being excellent)?		

In Restaurant Health Check:

	Y/N	FN/AP
PEOPLE	o Have all crew members completed MOP training on FRED?	
	<input type="checkbox"/> Is there a crew person assigned to manage Delivery & Mobile Order duties (recommended during peak hours)?	
	<input type="checkbox"/> Does the restaurant position a MOP Ambassador or a dedicated service experience lead?	
	<input type="checkbox"/> Are crew comfortable with using the GMA and MOP features?	
	<input type="checkbox"/> Are managers familiar with how to process customer requested refunds?	
	<input type="checkbox"/> Does the service staff understand the basics of MOP troubleshooting?	
SERVICE: IN-STORE	<input type="checkbox"/> Can the service staff distinguish between attended and unattended orders?	
	<input type="checkbox"/> Does the service staff know how to recall mobile orders?	
	<input type="checkbox"/> Can the service staff process understand how to process order modifications?	
	<input type="checkbox"/> Do guests receive a hard copy receipt when placing an attended order at the Front Counter?	
	<input type="checkbox"/> Is MOP Table Service executed to standards?	
SERVICE: DRIVE-THRU	<input type="checkbox"/> When a guest says they have a Mobile Order, does the crew person ask them for their mobile order code?	
	<input type="checkbox"/> Does the crew person ask the customer for their Mobile Order code, then greets customer by name?	
	<input type="checkbox"/> Does the crew person know how to handle order modifications?	
SERVICE: CURBSIDE	<input type="checkbox"/> Did you receive a hard copy receipt when placing an attended order at the Drive-thru?	
	<input type="checkbox"/> Is MOP curbside signage visible, clear, effective and in good condition?	
	<input type="checkbox"/> Are the MOP Curbside stalls located in locations that maximize customer convenience?	
	<input type="checkbox"/> Do the number of MOP Curbside stalls maximize customer convenience (minimum of 2)?	
	<input type="checkbox"/> When presenting the completed order, is the picklist adhered to the exterior of the double folded bag?	
	<input type="checkbox"/> Does curbside runner use a condiment apron and safety equipment?	
	<input type="checkbox"/> Are safety vests and apron(s) available, neat, and clean?	
MARKETING	<input type="checkbox"/> Does curbside runner greet you by name & thank you for your mobile order?	
	<input type="checkbox"/> Was the customer experience wait time over 4 minutes? If Yes, was the customer notified of longer wait time?	
	<input type="checkbox"/> Is proper MOP signage in place and visible to customers? (i.e. Window and Door decals)	
	<input type="checkbox"/> Is curbside parking signage visible and does it clearly guide customers to MOP parking stalls?	
TECHNOLOGY	<input type="checkbox"/> Are Mobile Order & Pay parking stalls clearly marked, visible, & easily accessible?	
	<input type="checkbox"/> Do the restaurant operating hours in the GMA match the hours posted in eRestaurant?	
	<input type="checkbox"/> o Does the MOP check-in availability match the hours posted in RFM?	
	<input type="checkbox"/> Do current menu items in the GMA accurate & priced correctly?	
	<input type="checkbox"/> Are the headsets and speakers working and clear-sounding?	
	<input type="checkbox"/> Do crew/managers know how to use the Out of Product feature on the POS?	
<input type="checkbox"/> After the guest checks-in, does the order auto release to the FC EXPO screen with appropriate MOP header?		
<input type="checkbox"/> o Are online business listings up to date and accurate (e.g. Google Maps, Yelp, etc.)?		

Developing your digital plan - Choose 1 to 2 on above outcomes

Action 1: _____	Action 2: _____
Who will own and write a plan?	Who will own and write a plan?
Attach plan & start & end dates:	Attach plan & start & end dates:
Who will follow up and when?	Who will follow up and when?



MOP Resource Guide