

Case Study – McDonald’s Corporation

Situation: Corporate Travel Risk Management Program



iJET SOLUTION

- Using the TRM3 assessment, created a gap analysis of travel risk management components – globally and regionally
- Program management support
- Branded the program (McTraveler Safety) and brought all the support components under it
- Communications, including a program webpage, to drive the message
- Corporate outreach to regional offices
- Program training and marketing at events
- Worldcue - one platform for all travel and intelligence
- Critical Monitor - iJET 24/7 monitoring of McDonald’s travelers

Prepare – Monitor – Respond

“iJET is our eyes and ears in an ever changing hazardous world. They have assisted us on numerous occasions with rapid responses to world events ranging from terrorist threats to severe weather. They also proactively send our travelers advance warnings through the Worldcue alert system pre-trip and during their travel. It’s a comfort to know that our travelers only have to remember one hotline number where they can get help 24/7/365 anywhere in the world.”

– Dennis Quiles, Security Director, Global Safety and Security

Summary

McDonald's is the leading global food service retailer with more than 35,000 restaurants serving nearly 70 million people in more than 100 countries each day. The company has over 42,000 employees making almost 40,000 trips annually. The challenge for McDonalds was to build a robust travel risk management program, whereby regions and divisions will be incentivized to join by having the ability to tailor it based on financial, cultural and regional concerns.

Solution

McDonald’s Global Security strategy is guided by McDonald’s Home Office. This allows McDonald’s to manage global security guidelines and standards while the regionals drive business locally. Based on this structure, McDonald’s Global Security and Global Travel Services wanted to build a travel risk management program. Working in partnership with iJET and using the Travel Risk Maturity Model (TRM3) assessment as a basis, McDonald’s was able to build a global security program that can now be adopted by any division at the regional level.

Value

The outcome for McDonald's is a corporate level travel risk management program with brand recognition that is now ready to be implemented at the regional level. In 2012, the program was successfully implemented for the Asia/Pacific/Middle East/Africa (APMEA) region. The McTraveler Safety Program provided APMEA with corporate backed program components and their own tailored regional components down to the office level. McDonald's continues to build and rollout the turnkey solution to all regions and divisions.

iJET VAUE

- **Reduced program cost to the individual locations due to shared services and volume discounts**
- **Up-to-the-moment situational awareness across regions and divisions**
- **Traveler tracking at a global and regional level**
- **Program design and implementation support**
- **Global and regional 24/7 hotline support**
- **Critical alert impact notification through iJET's 24/7 Response Operations Center**
- **Trust building relationship between iJET and McDonald's since 2007**



iJET solutions enable organizations to operate globally with confidence by helping them prepare, monitor and respond to threats that could impact operational performance.

CONTACT US for more information at info@iJET.com.

