

Clarity Helps Fast Food Company Get Up-to-Speed on New System

Challenge

McDonald's Corporation (McDonald's), the world's largest chain of fast food restaurants, implemented a new learning content management system (LCMS), but needed to develop new templates, style sheets, and writing guidelines to facilitate migrating content to the new system.

Opportunity

McDonald's needed a technical writer to help migrate the content and enter it into the LCMS. The initial goal was to migrate as much content from the operations and training manual used by individual restaurants as possible. Clarity provided a technical writer who worked with the client to develop user-friendly templates, style sheets, and writing guidelines.

Results

McDonald's collaborated with the consultant and ensured that she was trained on the new LCMS. Once final versions of the manual were completed and implemented, the next phase of the project began: transferring content from the operations and training manual to the LCMS.

The consultant completed the content migration quicker than



originally estimated, so the content could be used internationally sooner than expected.

▶ Do you have critical projects to complete, but lack the necessary resources to get the job done? Contact us.



Clarity enabled the client to:

- Provide operations training to employees across the country.
- Complete its content migration ahead of schedule.

