

What Hospitality Means to Me!

At McDonald's, we believe warm service and hospitality are among our most important values. We invited crew members to share their thoughts and efforts in bringing smiles to our customers!

It is about warming the hearts of our customers.

It's not just about serving delicious hamburgers – it's about smiles, small acts of kindness, and keeping the restaurant clean at all times. I want people to say, **“For some reason, I feel at ease when I go to that restaurant.”** Because it is a sign of their trust in us. (Kusanagi Rest.)

We always **keep our kitchen clean** and **prepare each item with care**, so that customers can enjoy their food safely, with peace of mind. We strive to ensure that, no matter the occasion in which our customers visit McDonald's, **they smile and say “Delicious!”** when they enjoy our food. (Ibaraki Ota Rest.)

What I always keep in mind when interacting with customers is the **“smile in my voice.”** Since our customers cannot see our facial expressions when we wear masks, I try to convey **reassurance, kindness, and a spirit of hospitality** through my voice. (Urawa Daitakubo Rest.)

I place great importance on **boosting team motivation.** When I was feeling down after making a mistake shortly after I started working, the manager at the time encouraged me with kind words and plenty of praise. That support helped me serve customers with a genuine smile. Now that I'm a manager myself, **I want to create an environment where my team can fully express their hospitality.** (Route 3 Okagaki Rest.)

When serving customers, I make it a point to add a few thoughtful words. For example, during table service, saying things like “It's chilly today, isn't it?” or “This is freshly cooked, so please take your time” often bring smiles to customers. I've learned the spirit of omotenashi – Japan's unique approach to hospitality – through my experience at McDonald's. **Thanks from our customers is the energy that keeps us going!** (AEON Mall Kitaoji Rest.)

I focus every day on **providing reassurance to our customers.** Talking to customers is important, of course, but I also think it's important to **gain knowledge.** By learning new products and promotions as well as the official app, mobile ordering and Self-Order Kiosks (touch-screen ordering terminals), I believe we can provide customers with a sense of comfort and confidence when using our services. (Shin-Tokorozawa Rest.)

I also handle delivery service. At delivery locations, children often run to the door to greet me when they hear the sound of my motorbike! When I say **“Hi! Thanks for waiting. I brought your toy!”** they light up with joy. As I leave, they often say, “Be careful!” or “Good luck!” I think I'm the one who ends up **receiving energy from our customers.** (Kochi Nakamama Rest.)

I work at night, handling restaurant maintenance and cleaning. To me, Hospitality means **keeping the restaurant as clean as possible** so that **customers can feel safe and comfortable the next day.** I rarely get to see customers using the space, but I do my best while imagining them enjoying their time with a smile. (Route 4 Fukushima Irie-Cho Rest.)

When serving customers, I value “always being my natural self.” While following the manual is important, I believe it's also necessary to **respond flexibly in a way that reflects who I am.** That's why I strive to stay well-informed and offer **a style of service that reflects who I am – something only I can deliver** – tailored to each customer. (Kofu Showa Ito-Yokado Rest.)

It's about showing hospitality to other crew members. I believe that showing hospitality to our crew encourages them to extend the same to our customers, while also fostering stronger teamwork. (Route 4 Natori)

I make a point of **greeting others with a smile, especially when things get busy.** At my restaurant, the kitchen has a view of the entrance, so we've been promoting greetings from the kitchen since last year. I'll continue offering cheerful greetings from the kitchen, working to create a restaurant customers choose to visit. (Toyama Inter-Change Rest.)

For example, when handing over multiple items at the Drive-Thru, I smile and say, **“I'll be handing you three bags,”** while **showing the number with my fingers** so customers aren't surprised by suddenly receiving multiple bags. **That small action gives customers a moment** to think about where to place the bags and helps them feel more at ease. (Koriyama-Eki Higashi S.C. Rest.)