



There Is No Perfect Score When It Comes to Customer Service

Kobe Kitamachi Restaurant (Hyogo)
GEL (Guest Experience Leader)

Mako Takegakiuchi-san

Started working as a crew member since she was a high school freshman and left the restaurant upon graduating and getting a job. In spring of 2024, almost eight years later, she was approached by the manager from back then when visiting McDonald's with her family and started to work as a crew member again. Currently as a GEL and delivery crew for McDelivery®, she keeps in mind serving all customers with a smile.

Even Closer

Her heart was always racing. McDonald's was the first part-time job she took when she was a high school freshman. Because she was more serious-minded than others, she was always filled with anxiety when taking on new positions and having her operational skills checked. Even after learning the procedures, it was frustrating for her to not be able to prepare food as neatly and quickly as those with more experience, and it became a daily routine to reflect on how she did after work alone.

Still, Takegakiuchi-san loved McDonald's. Being surrounded by kind colleagues that offered training while mixing in jokes to break the tension and supporting her growth by keeping close, she was able to carry out more tasks one step at a time.

Before she knew it, she was able to focus more on observing her surroundings. She was able to chime in with those working in the kitchen when crew members at the front counter said, "Welcome to McDonald's" and "Thank you for visiting." Then one day, from far away she heard the words "Thank you" from a customer smiling kindly. "The food I prepared was making customers smile." Such natural things made her feel happy. She wanted to see the smiles from even closer. Such feelings gradually grew as she glimpsed how customers were doing from the kitchen.



A Big Step

Takegakiuchi-san took on the challenge of serving customers after about three years since starting work at McDonald's. This was due to being encouraged by the RGM and others to become a manager. "I don't know if I can become someone that can take lead of the entire restaurant, but I'll never find out if I don't try. Besides, I'll be alright with everyone backing me up." It was because she knew the warmth of her colleagues, always supporting her, that she was able to take this big step.

Takegakiuchi-san mentions that she was very nervous the first day she stood before customers. However, by learning the basics of serving customers a little bit each day from more experienced crew members and thinking on her own, she was able to start serving customers in a way that delighted them. She became enthralled by the joy of offering service as she began to receive more and more compliments. After graduating from vocational school and leaving the restaurant, she entered the hotel business to further master the secret of serving customers.

It was about eight years later that she returned to work at McDonald's when the manager that she used to work with back then approached her. At the moment, she delivers smiles to everyone around her – at home as a mother of one and at the restaurant as a GEL.



On the right is Manager Hayashi, who interviewed her twice – when she was in high school and as an adult.

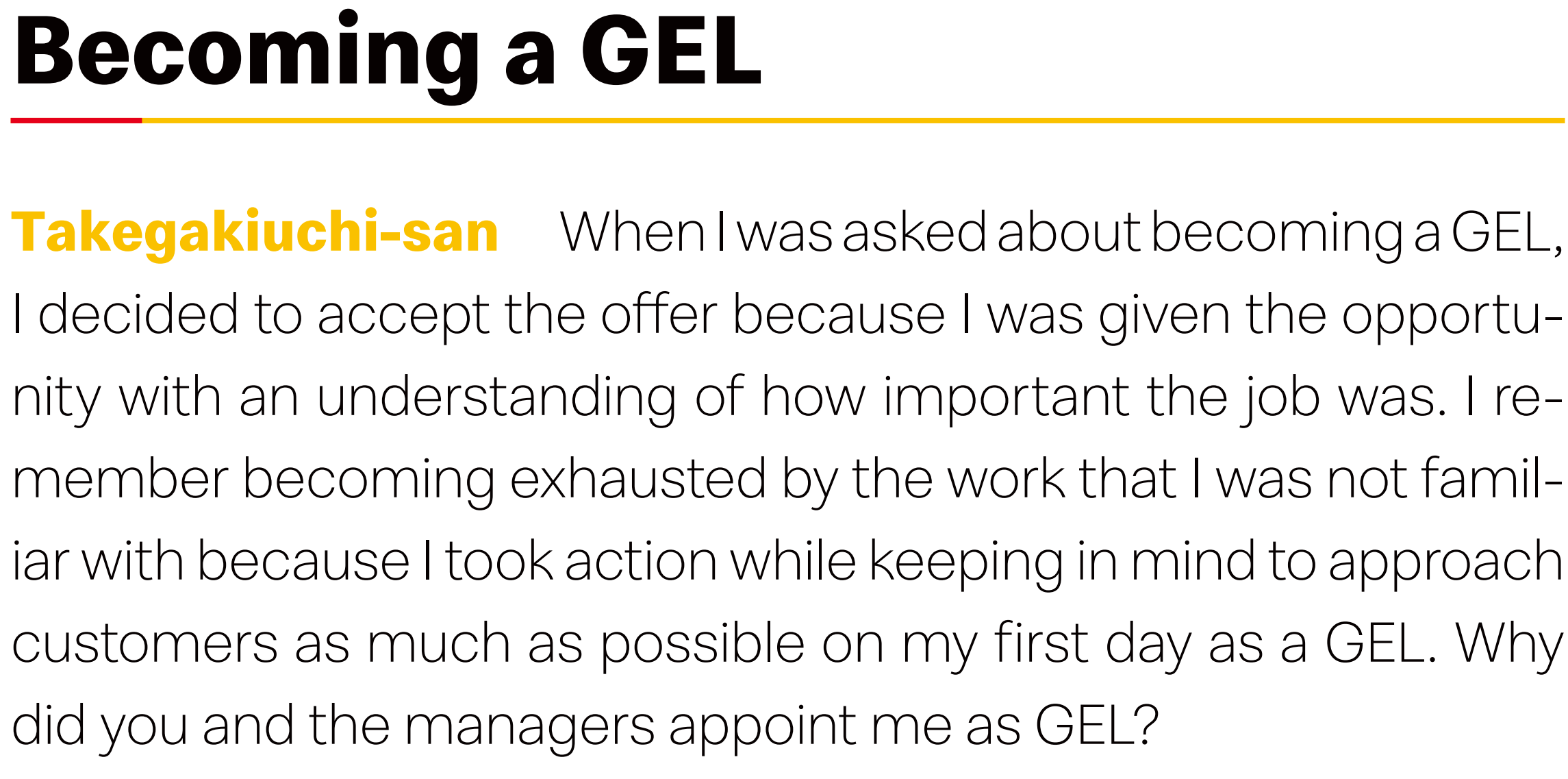
What Can be Done Because It Is Her

Opening the door for customers leaving the restaurant, looking into children's eyes when talking with them and delivering orders to cars – Takegakiuchi-san states that working at McDonald's is fun because she has to think about "the way to deliver smiles" that differs for each customer before taking action. However, she is still not confident about her service skills. That is why she runs simulations on "how this person should be served if they visited the restaurant" when passing others on the street and why she still reflects on how she did alone after ending shifts. Even when others tell her that she should "give herself more credit," she is never satisfied with how things are and continues to aim for higher ground. This is her strength that no one else can beat. It is because Takegakiuchi-san is like this that she will probably be able to make more people smile than anyone else.

What did you think back then?

CROSS TALK

RGM Monma and Takegakiuchi-san look back at the memory of that moment together.



Memories from the First Day on the Job

RGM You were asked to enter the lunch peak hour shift from your first day, weren't you? I remember being impressed by how you moved without making it seem like it had been a while and how you were giving your best.

Takegakiuchi-san Really? I felt like "I totally messed it up." But I was also excited because I felt that it would be fun to become able to handle peak hours.

RGM That high ambition is amazing!

The age difference with Takegakiuchi-san is actually only one year.



Training to be Delivery Crew

RGM It was because you give your all in whatever you do that I had you take on the challenge of McDelivery®.

Takegakiuchi-san I said "I'll do my best!" but at first I was nervous about whether I could do it or not. What went through your mind when you gave me three hours of training in the parking lot?

RGM Seeing that you were all fired up, I wanted to train you thoroughly until you could do it. Not being able to help wanting to cheer you on is also one of your charms.

Takegakiuchi-san It was hard until I got used to it, but your saying that I was "Doing good!" when I was riding behind you on the road gave me confidence. Having to visit the homes of customers to deliver orders allowed me to offer service more focused on one customer, which felt worthwhile.

Becoming a GEL

Takegakiuchi-san When I was asked about becoming a GEL, I decided to accept the offer because I was given the opportunity with an understanding of how important the job was. I remember becoming exhausted by the work that I was not familiar with because I took action while keeping in mind to approach customers as much as possible on my first day as a GEL. Why did you and the managers appoint me as GEL?

RGM Because the way you worked had a positive impact not only on the crew but customers also. When you were suggested by managers, I immediately made the decision to ask you. Having now become someone I feel at ease with to handle floor service, you are really trustworthy.

Takegakiuchi-san As I was chosen to represent the restaurant at this year's AJCC, I'll do my best to achieve results so that I can gain even a just little bit more confidence in myself!

I want to live up to everyone's expectations!

