

TEAM FILE

Yamato-Shinjo Restaurant

McDonald's operates approximately 3,000 restaurants across all 47 prefectures in Japan.

Here, we introduce the team members bringing smiles to customers every day.



Smiles Delivered Through Hospitality

Yamato-Shinjo Restaurant

Located in Katsuragi City, Nara Prefecture, the Yamato-Shinjo restaurant is focused on enhancing hospitality, with the goal of further energizing the restaurant and spreading smiles to both customers and crew members.

The team develops initiatives that crew members can enjoy taking part in, valuing challenges and the experience of success as they work toward an even better restaurant experience.



(From left) Crew Tanaka-san, Manager Nishikawa-san, Manager Takamoto-san, RGM Nagaza-san, Manager Tanaka-san, GEL Yoshii-san, GEL Kageji-san

Spreading Smiles

Smiles are synonymous with McDonald's. Those smiles carry a sense of welcome and gratitude toward customers. A few years ago, the Yamato-Shinjo restaurant decided to further enhance its hospitality, aiming to become a restaurant filled with smiles that would make customers want to come back again. "Let's start with greetings." These were the words of RGM Nagaza. Rather than launching some special initiative, the Yamato-Shinjo restaurant's challenge began by revisiting the very starting point of customer service that everyone naturally practices.

Taking on Challenges with Fun

Manager Tanaka looks back on those early days: "At first, it just wasn't working." She spoke directly with the crew members on her shifts, and made a point of recognizing their efforts, so the habit of greeting one another began to spread among them. But it just wouldn't take root across the restaurant as a whole. How could they get people to want to try it on their own? Takamoto-san and the rest of the team talked it over again and again, and what they landed on was this: build a system where hospitality could be practiced while having fun.

The Hospitality Tree was one of them. Crew members would write a colleague's good deed on a card and pin it to the tree, and before long a culture of recognizing one another took root, with good examples shared for everyone to see, which naturally encouraged others to do the same. They also introduced a Hospitality Stamp Card. Any crew member who filled every stamp on the card earned the title of Hospitality Ambassador.

Tanaka-san herself changed her own working hours so she could connect with more crew members, and even created a video series called Kanako Channel, playing it in the crew room so her message could reach people even when she wasn't around. "These days, Tanaka-san's influence on hospitality is felt across the whole restaurant," says RGM Nagaza. Step by step, through efforts like these, the Yamato-Shinjo restaurant filled up with smiles and lively greetings.

Fueled by Customer Feedback

"We wanted to know whether these changes were actually leading to customer satisfaction." That feeling grew stronger in 2025. The whole team could feel the restaurant growing, but customer reactions were still invisible to them. Customer feedback should also boost crew motivation. RGM Nagaza began promoting the use of KODO* across every shift.

Even so, many crew members hesitated to ask customers for their feedback. In response, managers like Takamoto-san stepped in to support them, offering guidance on when and how to approach customers. Crew members skilled at communication, like Tanaka-san and Yoshii-san, took the lead in putting it into practice. Little by little, the number of KODO responses began to increase, and the restaurant started to receive recognition directly from customers. More and more crew members could be heard saying, "I introduced KODO to a customer today!"

*A survey used to collect customer feedback on individual restaurants

Continuing Together

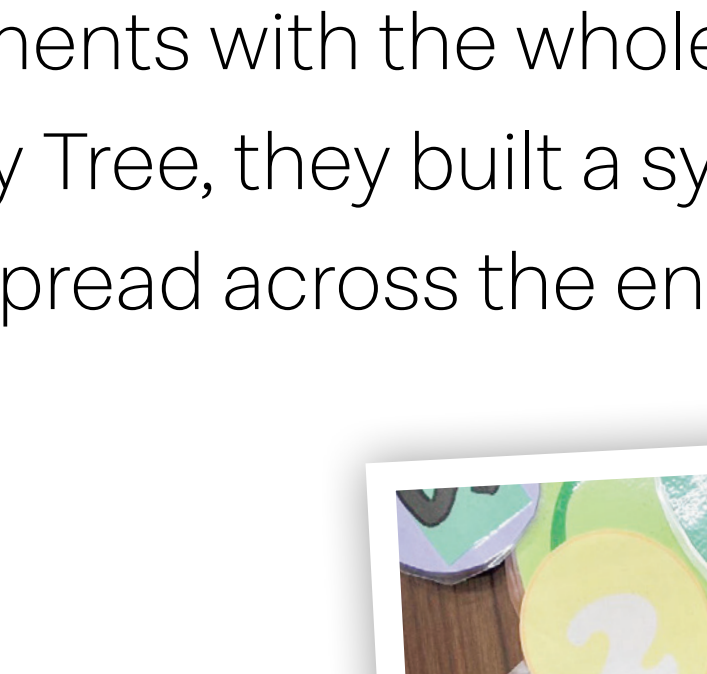
Today, the Yamato-Shinjo restaurant consistently maintains high customer satisfaction scores on KODO, receiving nearly 100 recognitions each month. "This is the result of every single person taking responsibility for their own role and giving it their all to see it through," says RGM Nagaza. "Going forward, we'll keep valuing the ideas that come from our crew, and keep pushing to bring them to life."

Sharing a common purpose and growing through one challenge after another, the Yamato-Shinjo restaurant has come this far. With the goal of becoming the customers' restaurant of choice, the Yamato-Shinjo team's challenge continues without end.

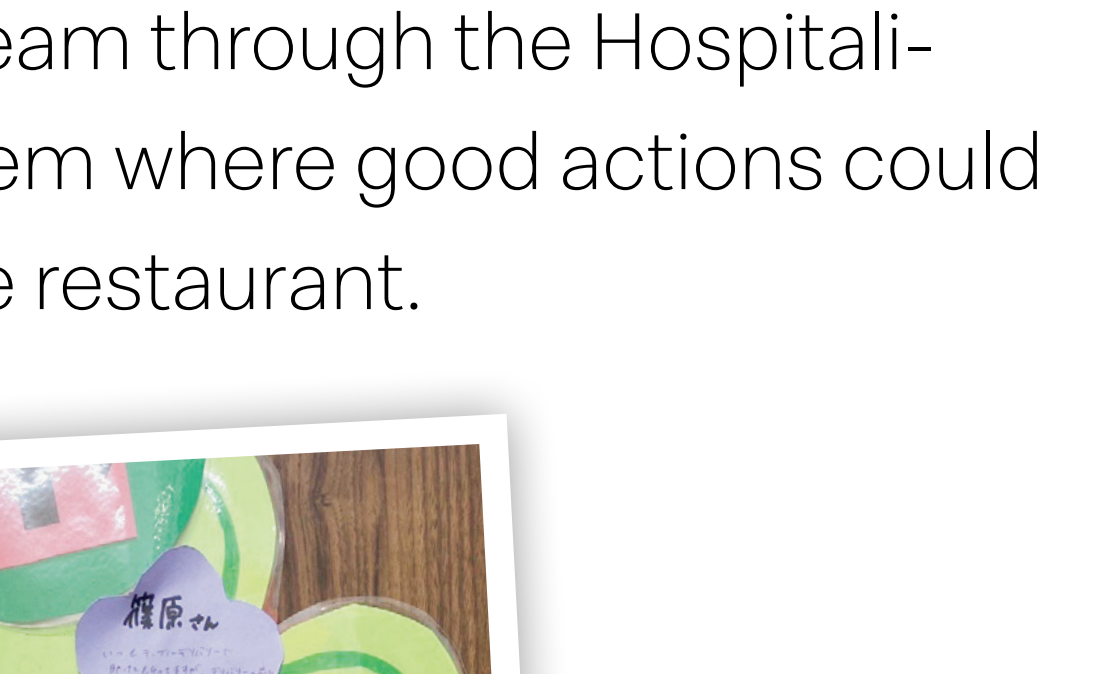
3 Key Points

1 A system that makes challenges fun

The team focused on creating a system that would make crew members want to try things on their own. Through initiatives like the Hospitality Stamp Card and Hospitality Ambassador title, a culture of enjoying challenges took root.



Hospitality Stamp Card

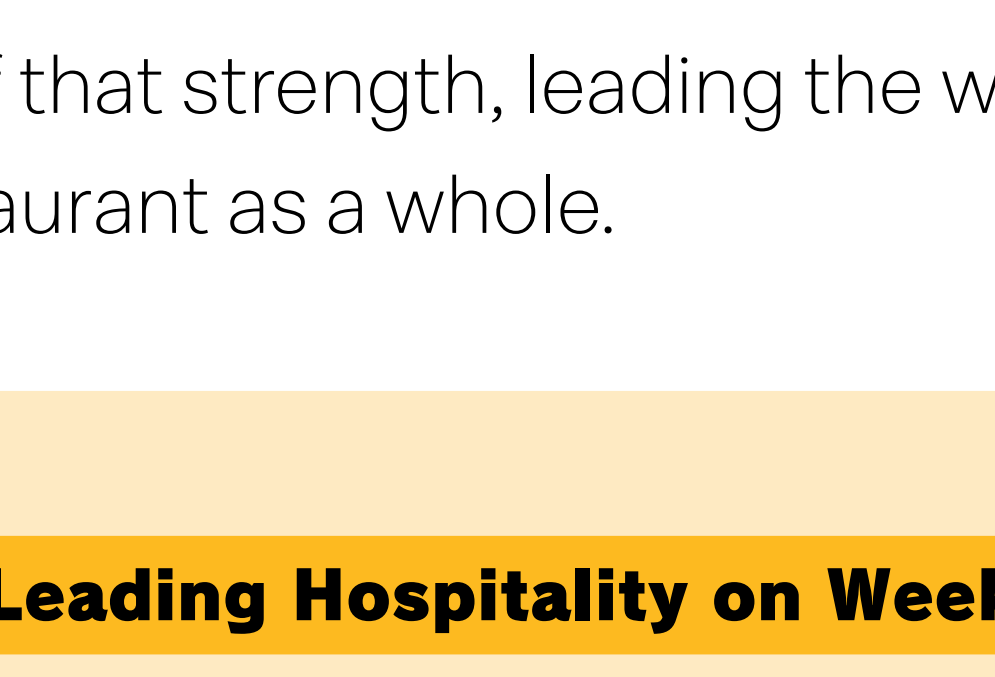


Hospitality Level Progress Chart

Tanaka-san's original video series, Kanako Channel. It is shared through the digital information tablet in the crew room.

2 Valuing recognition

Managers took the lead in recognizing every crew member's actions that contributed to hospitality, making sure none went unnoticed. By sharing these moments with the whole team through the Hospitality Tree, they built a system where good actions could spread across the entire restaurant.



Hospitality Tree

3 Making the most of crew members' strengths

It's the crew members who stand on the front lines, engaging directly with customers and delivering the restaurant experience. Crew members skilled at communicating with customers were encouraged to make the most of that strength, leading the way in hospitality for the restaurant as a whole.

Leading Hospitality on Weekends

Yamato-Shinjo's Dynamic Duo!

When I'm serving customers, I try to keep things natural and relaxed. I believe that valuing casual conversation, and genuinely enjoying my own communication with customers, is what leads to smiles. I want to keep working in a way that feels true to myself.

Crew Tanaka-san

I still pass on something Tanaka-san taught me: "If it feels embarrassing to look someone in the eye, try looking at their nose first while you talk." By sharing what I've learned and the successes I've had, I want to keep supporting my teammates' growth.

GEL Yoshii-san

