



Company profile:

- McDonald's Canada (www.mcdonalds.ca) is headquartered in Toronto, Ontario, Canada
- McDonald's Corporation (www.mcdonalds.com) develops, operates, franchises and services a worldwide system of the most famous and popular restaurants in the world.
- There are 1,350 McDonald's restaurants in Canada, and a network of more than 120 Canadian suppliers.
- McDonald's Canada manages almost 600 vehicles

Business needs:

- Quality customer service
- Information-based decision-making
- Efficient fleet management

Solution:

- PHH InterActive® Dashboard, a cutting-edge summary reporting tool that enables managers to measure, monitor, and manage their fleets.

Business benefits:

- Substantial time savings on fleet-related tasks
- Rapid access to summarized information
- Improved reaction time to fleet performance
- Effective and efficient trend analysis and performance indicators

PHH InterActive® Dashboard

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Rodger Klarer, Fleet Manager – Employee Services

Challenge

McDonald's is the leading global food service retailer in the world with more than 30,000 restaurants serving nearly 50 million people in 119 countries each day. Today, there are 1,375 McDonald's restaurants in Canada, serving approximately three million Canadians every day and employing about 77,000 Canadians from coast to coast. McDonald's Restaurants of Canada Limited is a wholly-owned subsidiary of McDonald's Corporation and operates locally, employing and sourcing suppliers in the regions in which it does business.

McDonald's Canada offers leased vehicles to corporate staff and restaurant managers from an executive fleet of nearly 600. Its fleet needs to be constantly and consistently managed to ensure costs are kept to a minimum and corporate needs are being met. This requires access to information about the status of the fleet and an ability to understand the data and identify any significant patterns, trends or challenges that the data may show.

Solution

Rodger Klarer, Fleet Manager, Employee Services, at McDonald's Restaurants of Canada Limited, knows how difficult his job can be if he can't easily access the information he needs about his fleet.

For some time, Klarer has been manually assembling fleet data from PHH InterActive as he needs it, dumping it into a spreadsheet to analyze and locate patterns and trends, and making his own graphs and presentations when the data needs to be shared around the company. This enormously time-consuming process has limited the frequency of analysis he can do and his ability to quickly share information with colleagues and senior management.

PHH Arval, McDonald's Canada's fleet management partner since 1972, recently introduced PHH InterActive® Dashboard, a cutting-edge management tool that gives Klarer an easier way to get the information he needs, act on it faster, and provide analysis to others in his organization. Dashboard provides summary graphs and charts that roll up data from PHH InterActive's massive information resources, enabling Klarer to quickly and easily track to key performance indicators and monitor trends in his fleet.

Success Stories from PHH Arval

In developing PHH InterActive Dashboard, PHH consultants and developers listened to feedback and ideas from clients. As a member of PHH's technology advisory board and the Dashboard beta test team, Klarer provided insights and suggestions that helped PHH create a summary reporting tool with the capabilities that clients really need.

The success

Klarer has been pleased with the results of using Dashboard. In fact, he has already seen significant time savings and potential for enormous cost savings. Previously, Klarer would spend about seven hours preparing and getting the necessary numbers out to his manufacturing counterparts. Now it takes him only 15 minutes, a dramatic time savings of more than 96 percent.

"Although the numbers I needed were within PHH InterActive already, getting to them was difficult and it took too much time to pull together," said Klarer. "Now, with the click of a button, I can get the same answer in a fraction of the time and it's immediately populated into visual, graphic form, which saves me the time of creating the graphic myself. It also removes any possible human error because the information is straight from our billings."

In addition to the time savings and increased productivity, Klarer is excited about the potential for saving money using Dashboard. For example, he can look at the performance of a particular vehicle model over time. While the model may have looked promising at the time of purchase, the savings may not be what was expected.

"If there's a bad performer in the fleet, removing it can save an estimated \$1000 per vehicle over the life of that vehicle. With a fleet of around 600 vehicles, if 150 are that same type and I can choose one with better depreciation rate, we could potentially save \$150,000 over three years just by catching that one thing."

Reaction time to fleet performance has also improved because the fleet information is easier to access and analyze. "With Dashboard, I can keep a better finger on the fleet," says Klarer, "and I can act quickly if anything comes up. If there's a recall on a car I can look at Dashboard and know immediately what we are dealing with."

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Klarer believes in the value of technology, but says successful fleet operations are dependent on much more. "In the years I've been doing this, it's really the people side of fleet management that makes the difference and makes PHH better than anyone else," says Klarer. "I feel that I can bring anything forward, good or bad, and it is dealt with. It really feels like a true partnership."