

HOW MCDONALD'S LED THE WAY WITH STAFF REWARDS

Organisation: McDonald's, Leicester
Town & City Gift Card: Leicester Gift Card

“ The benefit of the Leicester Gift Card is that it feeds into our city centre. As a large employer, it's important for us to encourage our staff to spend locally as part of our corporate social responsibility efforts. Of our 450 staff, perhaps around 25% of those wouldn't regularly shop in the city centre, but having the Leicester Gift Card as a thank you encourages them to do just that. Many of our staff are younger and have grown up with online shopping as the norm but the card gives them an incentive and a reason to shop in the city.

”

Angus Fraser
Franchisee, McDonald's
Leicester

Why they chose the Leicester Gift Card

McDonald's, Leicester, have various initiatives for staff including employee of the month, rising star and long service awards across their 4 McDonald's restaurants in Leicester. In the past, they used Love2Shop vouchers for staff as a thank you, however, as most of their team live and work in Leicester, they switched to the Leicester Gift Card. McDonald's, Leicester, believe it's good for their team to see that they're actively supporting the city through their rewards and incentives.

Benefits

The Leicester Gift Card offers choice for the 450 strong McDonald's Leicester team within an award the organisation can use across a range of reward and incentive initiatives. The Leicester Gift Card is an easy way for them to provide a valued reward and is a means for McDonald's, Leicester, to play their part in driving footfall and spend in the city centre.





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Experience of using the card

McDonald's, Leicester, have found that the process of ordering the Leicester Gift Cards through Miconex has been very simple and straightforward. They buy a set amount and then use the cards as they're needed across the month or quarter. They know that if they give staff a £25 Leicester Gift Card, staff might spend £30 or more in total when they redeem the card, and this initial spend and overspend is hugely beneficial for Leicester businesses of all types and sizes.

Staff feedback

Feedback from staff to the Leicester Gift Card has been strong with spend across national brands and independents. McDonald's, Leicester, is equally happy to see the money spent with nationals or independents to help create a thriving city. They believe that it is equally important for large businesses and brands to be leading the way by choosing local with their rewards and incentives, calling the switch from generic gift cards to local gift cards a 'no-brainer'.

Over 190

Businesses
benefitting

200+

Staff
benefitting

97%

Staff
satisfaction