

"Have It Your Way" to the Next Level

Burger King increased its order completion rate by 25% by implementing PDA technology.



Introduction

Creating a Culture that Encourages Growing

Burger King, an American fast food chain founded in 1954, is one of the largest quick service restaurant companies in the world in terms of brand value.

With more than 19,000 restaurants, most of them franchised, it is present in more than 70 countries around the world, including 29 countries in the Americas.

Burger King emphasizes its commitment as a "school company", investing in the development and growth of its team, recognizing that the success of the company is inextricably linked to the personal and professional growth of its employees.

There is confidence in the ability of younger employees to integrate and start their development careers. These employees bring new ideas, new energy, and innovative perspectives. On the other hand, the most experienced employees share all the knowledge they have acquired through years of experience in the business, always striving for excellence in all areas.



Challenge

Structural challenges in leadership assessment

Burger King was faced with the challenge of managing internal promotions, which involved identifying high-potential individuals to take on leadership roles in various stores.

Before the implementation of PDA, this selection was made through a manual assessment process, which was a significant waste of time and resources. In addition, this method was subject to personal biases that could affect the accuracy of the results, making it difficult to accurately identify candidates' potential.

Challenges to overcome:

- Optimize the selection and automation processes in your systems
- Eliminate personal bias and focus on candidate competencies
- Reduce the completion rate of assessments

Burger King needed to ensure that the entire payroll was included, regardless of geographical location, to ensure the fairness of the process. Overcoming these barriers required a carefully designed strategy to ensure the participation of all candidates.



The solution

Identify and empower individuals

To address this challenge, PDA implemented an assessment process designed to identify and empower individuals with leadership talent within the organization.

First, the company focused on defining the type of leadership it needed. Next, the PDA Assessment was administered, collecting and analyzing the candidates' strengths and areas for improvement.

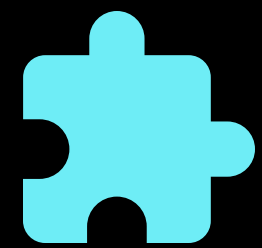
This information was then cross-referenced to find the profiles that best matched Burger King's leadership needs. Most importantly, personalized development plans were created to address gaps and support each individual's professional growth.

This approach not only facilitated the promotion of middle managers who progressed through the organization to become store managers but also provided a clear view of each person's individual strengths and areas for improvement.

The result

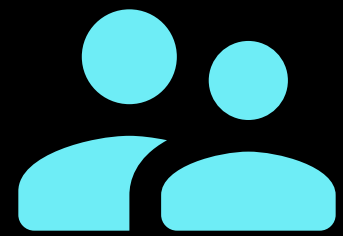
With the implementation of PDA, Burger King has made significant progress and improvements in its internal talent identification and promotion process, as the implementation of PDA technology has enabled the company to map and reduce the application completion rate by 25%.

According to Burger King's Head of Talent Management, one of the main benefits of the PDA assessment is that it allows us to reach the candidates we are assessing quickly. From the candidate's point of view, it is easy to complete, does not take a lot of time and gives us a lot of information to help us make decisions.



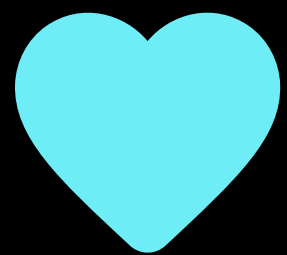
-15%

15% reduction in the time required for the skills assessment process, optimizing the efficiency and agility of internal promotions.



+40%

40% improvement in the process of identifying high-potential talent for internal mobility.



+15%

15% increase in employee engagement through the implementation of personalized development plans.

About Us

We are an HRtech whose digital ecosystem optimises the management, identification and development of talent based on 3 pillars: usability, data science and user experience.

At PDA, we help to implement strategies for the acquisition, performance, analysis and retention of employees, guaranteeing an attractive experience throughout the cycle, in the simplest and most agile way.

We want to leave the world better than we found it, that's why at PDA we help companies reinvent themselves through our tools that allow us to quickly identify people's behavioural profiles, multiple intelligences, as well as assess their compatibility with positions and/or skills. of the organisation, leadership compatibilities, creation of high performance teams, cultural fit, among others.

Copyright © 2024 PDA International. All rights reserved

PDA

www.pdainternational.net

