

McDonald's Philippines round-the-clock operation feeds key growth driver

Meralco rates program nets fast-food chain massive savings



Several McDonald's locations are now open 24/7 to support the scheduling hours of BPOs, a key driver of the country's economic rise.

McDonald's Philippines recognized the emergence of the IT-BPO industry early on and tracked its growth by building its restaurants close to BPO centers.

With clients located at different time zones, BPOs had to adjust to 24-hour work cycles, prompting the industries that provided them support to follow suit. These industries capitalized on the new lifestyles of multitudes of BPO agents working all hours of the day. Quick service restaurants (QSRs), like McDonald's Philippines, shifted selected stores to 24-hour operations.

As the new schedule surely opened opportunities, this also meant that their expenses ran round-the-clock with air conditioning, lights, refrigeration being on all day.

"About 70 percent of our stores are open 24/7," said Kenneth S. Yang, President and CEO of McDonald's Philippines. "In order to meet the challenge of electricity costs we've engaged Meralco by enrolling in their Peak/Off-Peak (POP) program. We've been able to take advantage and generate several hundred thousands a month in savings just by being in that program."

Meralco customers enrolled in the Peak/Off-Peak program pay less for power consumed during off-peak hours. McDonald's Philippines enrolled 50 accounts into the rate program and about 40 more branches are currently being assessed for potential POP subscription.

Meralco provides consultation for McDonald's aggressive expansion plans. This shortened the energization timelines of new branches and accelerated the QSR's profitability. The utility distributor also hosted a Power Up Forum (PUF) to orient key personnel of McDonald's Philippines on Power Quality (PQ). The PUF is a program that helps Meralco customers understand the power industry's latest innovations and technologies, as well as offer guidance, best practices, and solutions. The PUF provided insights on McDonald's PQ issues so they can use equipment that are aligned with global standards.

McDonald's Philippines is now enjoying double digit growth rates and has set its sights on reaching 500 branches nationwide by the end of 2016. They still have every intention of mirroring BPO locations. So when you see a call center, chances are you'll likely see a McDonald's branch.

For its partnership with Meralco in serving and responding to the fast-changing lifestyle needs of the Filipino worker and his family, McDonald's Philippines is a Meralco Corporate Commercial Luminary for 2015.

"McDonald's supports the domestic growth of the BPO industry, whose expansion gives way to more commercial activities and contributes to building a more progressive Philippines," said Meralco Senior Vice President and Head of Customer Retail Services and Corporate Communications Alfredo S. Panlilio. "This is a vision we share with McDonald's Philippines and makes them truly worthy of being called a Meralco Luminary."

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at meralco.corporatepartners@meralco.com.ph, or visit www.meralco.com.ph/corporatepartners.

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- Kenneth S. Yang
President and CEO of McDonald's Philippines



Yang receives a courtesy call from Meralco Relationship Manager Paolo Cruz (middle) and Meralco Leisure and Entertainment Team Leader Joey Santos (right).



Meralco Chairman Manuel V. Pangilinan congratulates Yang upon receiving the Meralco Corporate Commercial Luminary Award for 2015.



The McDonald's crew are trained to work fast to keep up with today's brisk QSR business.