



McDonald's Newfoundland

Simplifying Staff Communications

A strategic partnership with TxtSquad



Freedom Foods Owners Group...

Operates 15 McDonalds restaurants in Atlantic Canada.

Like many fast food franchises, communication with staff, scheduling, and filling shifts is a constant challenge. Missed shifts, unexpected call-outs, and high turnover rates are huge problems managers and staff have to deal with on a daily basis.

6 months ago, TxtSquad reached out to McDonald's, launched their first software trial, and changed the way they communicate for ever.

What is TxtSquad?

TxtSquad is a software system that allows managers and owners to send text messages from a shared phone number using a mobile app or personal computer. With a few clicks, a manager can send a text to all available staff members in an instant.

The all-inclusive platform is designed to be the ultimate collaboration tool for team-based texting with the power to drive fast-paced food service businesses all across North America.



TxtSquad helps simplify communications between managers and staff, filling shifts, last minute schedule changes, and most importantly, protecting user information in ways that other third party apps can't. The best part, staff members won't need to download a new app on their phones and managers can keep their personal numbers private.

The food service industry is fast-paced, goal oriented, and *always* evolving.

That's why it's so important that communications be top of the line and able to keep up with the high-demand work environment.

On a busy day, a restaurant can only function properly if everyone is doing their part. If someone calls in sick or misses a shift, the well-oiled machine starts to quickly fall apart.

With TxtSquad, managers can instantly reach out to all available staff members via text and start filling shifts in minutes. No more emails, phone calls, massive groupchats, social media messaging or wasting valuable time tracking employees down. Now they simply send out a text broadcast and start getting replies back instantly.



A manager recently told us:

"Yesterday, I filled a shift in 2 minutes with a few clicks. It's a lifesaver and has dramatically improved my life."

"Text messages have a 98% open rate while email has only a 20% open rate."

Forbes.com

Imagine knowing that 80% of the messages you send aren't even being looked at.

That's what happens when organizations rely solely on email interactions. With work-related communications constantly changing and advancing, it doesn't make sense for businesses to keep relying on out-dated methods when new, high-functioning systems exist.

Employees are ready for texting. They don't have time to waste on spam emails and after-hour work calls, and as of 2020, 82.5% of Canadians already own a smartphone.

"We wouldn't be able to go back to filling shifts like we did before TxtSquad. It works for what we need it for."

McDonald's Manager

Transparency Means Efficiency

A business runs the smoothest when everyone is on the same page. That includes making sure all employees are communicating with each other effectively and professionally. It's hard to keep track of a long list of employees, let alone what they are talking about during working hours and to how.

TxtSquad's team-based, transparent software makes it possible to monitor all work related interactions to ensure professionalism and respect for everyone. Managers will still be able to use the own personal phones or computers to reach out to staff, but by using the TxtSquad application, all messages and personal information can be easily reviewed and shared instantly.

Along with instant, monitored communications and an easy-to-use app, TxtSquad is also a powerful tool for secure data storage. From phone numbers and addresses, to individual schedules and private personal information, TxtSquad lets you ensure your data is always protected while allowing you to easily access it from any device.

Want to Learn More?

Text us Today

(709) 400 - 6262

Start a Free Trial

txtsquad.com/free-trial