



Case Study.

Clear Communication Leads to Success
for the Close Maffei Organization

Alex Close-Maffei is a proud second-generation Owner/Operator who grew up in the McDonald's business. She became an Owner/Operator in 2019, taking ownership of the very first restaurant her father owned in Neosho, Missouri. Today, the Close/Maffei family owns and operates nine McDonald's restaurants in Missouri and Oklahoma. Alex sat down with us to talk about why she chose to partner with DailyPay.

Here is an inside look into Alex's experience:

Why Bring On DailyPay?

A friend of mine who is an Owner/Operator of restaurants in northwest Arkansas recommended it to me. Our business unit had been considering the addition of on-demand pay to our employee value platform. He told me it was a great benefit that had no cost to us, and wasn't difficult on the back-end for our accountants. I thought it must be too good to be true, and that there had to be a catch. It just seemed too simple, but I trusted my friend. I do know of another operator in Missouri using a different provider, and their interface isn't as easy as DailyPay's, and they have to pull a lot more data.

We're in smaller towns, and the average roster size of our restaurants is about 50 employees. Some of our employees work in other restaurants that offer DailyPay, so they're familiar with it. Our payroll lags by about a week, which can be tough when you're first starting with us. DailyPay especially helps newer employees get paid sooner. We run a biweekly payroll, but I know several employees who would prefer to be paid weekly. Our payroll wouldn't be able to take on the workload of a weekly payroll, but DailyPay helps them access their earned wages whenever they want.

I've only heard positive things from our employees. I think this is an actual benefit that helps people. We try to make work enjoyable and ensure our team wants to come to work. We are McFamily.

How has DailyPay been received?

We use McHire, which is a tool to help recruiters and managers hire, onboard, and engage employees for their restaurants. It also enables me to send text messages to employees in our organization, and that was a key communication tool when we were launching DailyPay. Shortly before we went live, I sent a text to our employees letting them know this benefit was coming, and it drew their curiosity and got them excited.

When we went live, people were excited. Before DailyPay even started emailing our employees to let them know the benefit was available, we had around 30% enrollment just from the text message alone. Today we're over 60% enrollment. Communicating the DailyPay benefit to our employees and making sure they knew it was available was a real key to success.



Partner: Close Maffei Organization - Part of McDonald's of Big MO

U.S. Headquarters: Missouri

Industry: QSR

Number of Employees: 360+

Payroll Platform: Thomson Reuters

Paycards: FSV

Time & Attendance Platform: QSRSoft/eRestaurant

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