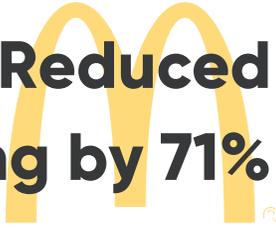


How a McDonald's Franchisee Reduced Time Spent on Hiring by 71%



This large McDonald's Franchisee is a strong adopter of technology to help their stores operate efficiently. They realized inconsistent hiring practices across their locations were affecting operational efficiencies. By adopting Efficient Hire they gained a tool that is easy to use by all managers, allows for quick engagement with applicants, provides admin level accountability metrics, and most importantly, helps fill open positions faster.

The Challenges

Disordered hiring

The Franchisee didn't have a consolidated pool of applicants. They couldn't track walk-ins or referrals & were driving job seekers to a clunky application, missing out on key sources of traffic.

Losing candidates

They lost candidates to the competition due to the limitations of their hiring technology and managers couldn't quickly and easily engage with candidates.

No accountability

Leadership had little insight into key hiring stats, like applicant flow and manager engagement across their restaurants.

The Approach

Effective applicant flow

Easy access to all candidates in one account including applicants from job boards, the McDonald's career page, walk-ins & referrals – increased candidates with a simple application.

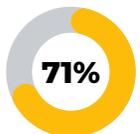
Easy manager adoption

A mobile and text-first interface, designed for quick engagement, builds adoption for busy McDonald's managers.

Oversight and accountability

Leadership has visibility into recruiting operations allowing them to implement and support good hiring processes and to hold teams accountable for driving this key input of their P&Ls.

The Results



Reduction in time to hire



Hires ~70% of applicants when engaged the same day



A single manager hired 6 crew members in one day for the first time

"Job seekers need a job immediately and if our managers don't hire quickly, then our competitors across the street will! We had no idea we could hire this many people if we made it easy to engage quickly, but with Efficient Hire, we're able to hire ~70% of the people we engage with that day."

Dir. Training & Development
McDonald's Franchisee