

Powering up candidate experience & hiring efficiency

As one of the world's leading quick service restaurants with over 37K locations in over 100 countries, this brand employs over 1.9B people. This quintessential QSR+ understands that their candidates are also customers.

The challenge

As a household name with over 280K annual applications submitted in one North American region, that means a bad candidate experience loses valuable customers. In addition, the organization's hiring managers were spending too much time sorting through applications and setting up interviews with applicants who would ghost them. There was an urgency to find a more efficient way to prioritize the highest quality candidates, and to offer an experience that would make them want to stick around.



**High volume of
incoming applicants**



**Candidate experience
causes drop-off**



**Hiring managers filter
what is left**



**Only to find many
have ghosted**

The solution

They knew the hiring process needed a rewarding experience for applicants that also equipped hiring managers with the data needed to hire better and faster. They turned to Traitify Select, which was made to optimize high-volume hiring.

Within the first 90 days, their "Ideal Candidate Profile" was established and Traitify's 90-second Big Five assessment was directly integrated into the hiring process. The Ideal Candidate Profile is customized for each role using insights from multiple sources, including the personality data of current employees. Another 90 days later, they surveyed Hiring Managers and Candidates for honest feedback.

**Inline Application
Experience**

**Data Integrated
Into ATS**

**Fit Scores For
Prioritization**

**Survey for
Feedback**

The results

Candidates and hiring managers clearly agree this QSR+ franchise has improved candidate experience and hiring efficiency by utilizing Traitify.

CANDIDATES

98%

said the assessment
increased their interest
in working for the
company

83%

found the experience
fun, engaging, &
interesting

69%

felt the assessment
was more enjoyable
than others

HIRING MANAGERS

94%

said Traitify helped them
prioritize and identify
which candidates to
interview

8 out of 10

said Traitify has resulted
in a more efficient hiring
process overall

94%

would recommend
using Traitify

"Traitify has significantly increased the amount of consistent quality applications. This makes it easier for our market to focus on interviewing only the best, most qualified applicants. This saves us both time and money. Our hiring managers are quite pleased with the program."

- Hiring Manager, Global QSR+ Franchise

Ready to learn more?
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