Sprockets

Bojangles

How a Bojangles Group Improved Retention at the Peak of the Labor Crisis

95%
Average Retention Rate With Sprockets

CASE STUDY

Summary

Sprockets analyzed the hiring data of a 50+ location Bojangles group, comparing two sets of retention rates over the same 90-day period:

| Applicants Hired With Sprockets | VS | Applicants Hired Without Sprockets |

The employees they hired with Sprockets' AI-powered solution stayed longer than those who were hired without, proving the ability of our Applicant Matching System to increase retention.

Our platform accurately predicted which applicants would perform like each location's current top-performing employees, empowering them to make smarter hiring decisions during the labor crisis.

About the Group:

Franchise

Bojangles

Group Size

50 + Locations

Location

East Coast, USA

Biggest Challenge

They struggled to retain crew members, shift managers, and assistant general managers.

Hiring Process

Get applicants through job boards and walk-ins, hard screening, interviewing, and making hires.

The Challenge

It can cost an estimated $3,600 to replace a single employee — an expense that QSR franchisees cannot afford during a labor shortage. Unfortunately, this Bojangles group struggled with high turnover, which forced them to spend valuable resources on the hiring process and hindered their ability to serve customers. They needed a fast, effective solution to hire better workers and stabilize staffing levels. It was time to add Sprockets to their process.

Applicants Hired Without Sprockets

Position	Turnover Cost	Retention Rate
Crew Member	$1,300	75%
Shift Manager	$2,600	72%
Assistant General Manager	$3,600	42%

63%
Average Retention Rate Without Sprockets

The average retention rate for these high turnover positions was 63%.

The Solution

The Bojangles franchise group implemented Sprockets to create unique success profiles for select locations and used these as benchmarks to evaluate potential hires. Our Applicant Matching System then assigned "fit scores" to applicants using a combination of artificial intelligence, natural language processing, and over 80 years of psychological research. This simple scoring system made it easy for owners and operators to see who would be a great fit for each location (those that scored 8-10). Bojangles specifically focused on high-scoring applicants, ultimately leading to a boost in retention.

Andrea Rodriguez
Crew Member
9.1

Score Ranges from
9.0 - 10
This applicant is likely to be an excellent fit.

Rodney Simmons
Crew Member
7.5

Score Ranges from
6.0 - 8.9
This applicant may be a great fit.

Paul Mazzei
Crew Member
2.9

Score Ranges from
0.0 - 5.9
This applicant is not likely to be a good fit.

The Results

The retention rate of employees hired using Sprockets' Applicant Matching System over the 90-day period was 95% as opposed to 63% for those who were hired using a traditional process. Additionally, we found that if the Bojangles franchise group had used Sprockets for all applicants during this period, they would have had to source 77 fewer individuals and could have saved $134,500 in hiring costs, resulting in an ROI of 14x.

14x
ROI

Applicants Hired With Sprockets

Retention Rate	Position	Turnover Cost
86%	**59↓** Fewer Crew Members	x **$1,300**
100% No Terminations in 90-days	**11↓** Fewer Shift Managers	x **$2,600**
100% No Terminations in 90-days	**7↓** Assistant General Manager	x **$3,600**

95% Average Retention Rate With Sprockets	**77↓** Fewer Employees Lost to Turnover	**$134,500** In Total Savings

5

Become the Next Success Story

In a high turnover industry like food service, you can't afford to make hiring mistakes. You also shouldn't have to settle for quantity over quality. Luckily, Sprockets empowers **owners and operators** to be selective and only hire the best applicants. The employees they hired with Sprockets stayed longer than those who were hired without Sprockets, ultimately helping them reduce costly turnover when it mattered most.

Sprockets

Search

HOME   USERS   BILLING   SUPPORT   ACCOUNT

Account Dashboard

Here's how your Sprockets account works for you.

My Hiring Process

245 Total Applications Received

28 Hires Made

31 Bad Fits Identified

You have saved approximately **$154,039** by avoiding bad fits. ❓

My Top Performers

Mark Jackson

Andrea Gonzolez

Allison Davis

Retention Rate 40/43 (93%)

40 Employees Retained   **3** Employees Lost

Sprockets

www.sprockets.ai

(843) 508-3027

info@sprockets.ai