

# How to Increase Your Applicant Pool and Hire Great People in a Tight Labor Market

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A CASE STUDY WITH FIREHOUSE SUBS OF LOUISIANA



# SUMMARY

Firehouse Subs of Louisiana analyzed 117 applicants in 48 hours without spending a dollar on advertising by using Sprockets.

Sprockets supplied the technology to sort applicants so only those like their top employees were interviewed and hired. This allowed them to spend less time hiring and more time growing the business.

## ABOUT THE FRANCHISEE

Josh Culbreth is a Firehouse Subs franchisee with five locations in Louisiana. Before owning his own Firehouse Subs locations, Culbreth worked in Firehouse Subs' corporate offices as Senior Manager of Training. In this role, Culbreth was tasked with training new franchisees in order to build a relationship between franchisees and the brand.

Culbreth was first introduced to Sprockets at an area meeting. He was intrigued with Sprockets' hiring solution because he knows that hiring the right people is key to successful businesses.



### FRANCHISE

Firehouse Subs



### LOCATION

Five locations in Louisiana



### EMPLOYEE COUNT

125



### BIGGEST CHALLENGE

Getting applicants and selecting the right ones to hire



### HIRING PROCESS

Get applicants through Indeed and walk-ins, hard screen, interview, and make their hires

“

**I had several current employees come to me and say that the new employees have caught on very quickly and seem to be doing a lot better than the employees we've gotten in the past.**

”

## THE CHALLENGE

The United States unemployment rate is at a 50-year low

It's difficult to know which applicants to hire and making the wrong decision is costly

Like many quick service restaurants (QSR), this Firehouse Subs of Louisiana struggled with getting quality applicants. Because of this, they were forced to make imperfect hires that led to costly employee turnover. In fact, the average cost of employee turnover in the QSR space is \$5,864.

At a 132% industry employee turnover rate, the average Firehouse Subs location spends nearly \$193,512 per year just on turnover.

## THE SOLUTION

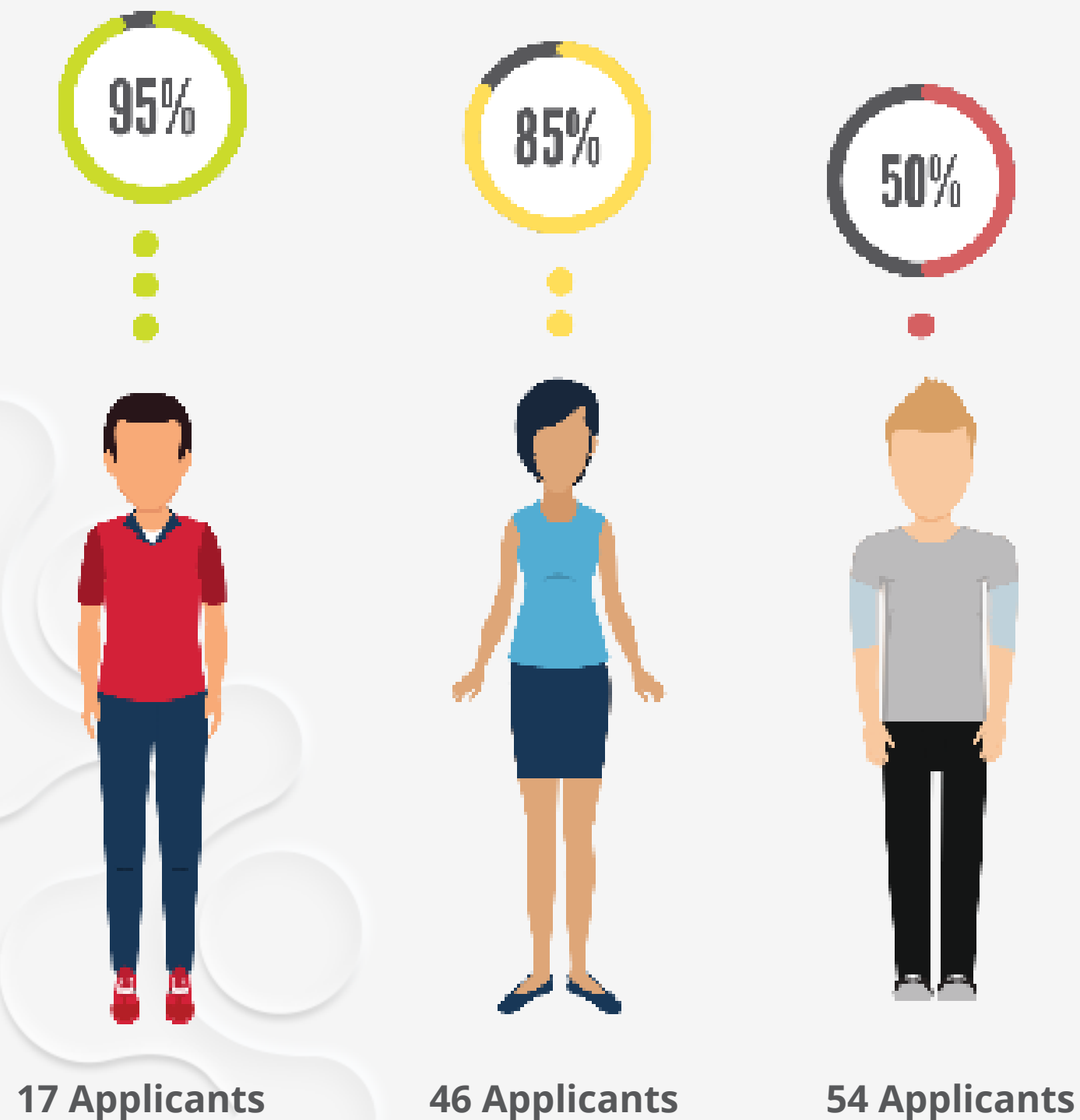
Mass email past applicants to gauge current interest in the role

Only interview and hire people that match the company's Success Profile

With 89% of hourly workers actively looking for another job, this Firehouse Subs of Louisiana franchisee decided to send the Sprockets survey to his previous applicants en masse through Indeed. From there, Sprockets sorted the applicant pool and identified the best matches for his business, saving him from conducting bad interviews and making poor hires.

Source: Snagajob.com

## THE RESULTS



This Firehouse Subs of Louisiana saw great results from using Sprockets' hiring solution. In 48 hours, they received 117 applicants with completed surveys. The location ended up hiring 3 new employees in the first week and continue to interview applicants who match their Success Profile.

Sprockets quickly scored every applicant. 17 applicants received a score of 9+, 46 received a score of 5-8.9, and 54 applicants scored below a 5.

The franchisee now has more active applicants than ever before and a comprehensive analysis on each applicant.

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They say insanity is doing the same thing over and over and expecting different results. What intrigued me about Sprockets is that it's taking a different angle at the problem...

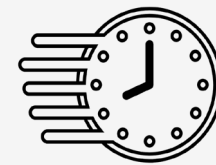
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## BY THE NUMBERS



**\$0**

Spent on advertising  
the open position



**20**

Minutes it took to implement  
Sprockets with Indeed



**117**

Re-engaged applicants received and  
personality assessments administered



**3.6%**

Current unemployment rate  
in the United States



**05**

Minutes it took the first completed  
assessment to come through



**03**

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