Using Sprockets to Make Better Hires and Reduce Costly Turnover

A SUCCESSFUL PILOT PROGRAM WITH A MCDONALD'S FRANCHISE OPERATOR

Sprockets

Problem

The average McDonald's franchise location, with 50 hourly employees, will lose $387,024 each year due to employee turnover.

Hiring managers don't have access to the data needed to make informed hiring decisions, such as insights on mental makeup characteristics.

McDonald's franchise operators and human resources professionals are busy, leaving little time to assist with every single step of hiring a new employee. This leaves GMs and other hiring managers without the support needed to make great hires.

The average McDonald's franchise location experiences 132% annual turnover, with many over 200%.

Inefficient screening leads to numerous wasted hours. 83% of employers report being "ghosted" by applicants and new hires.

Poor customer service is the No. 2 reason people leave restaurants.

It costs $5,864 to replace an hourly crew member. This is attributed to acquisiton costs, training resources, and more.

Case Study Details

Sprockets analyzed the top-performing crew members at four McDonald's franchise locations to build tailored benchmarks that accurately predicted turnover and performance over a 90-day pilot program. Despite McDonald's franchise locations' close proximity, Sprockets determined that each one had significantly different success factors. The following data includes actual results from the engagement, but the names of applicants and top-performers are changed to protect confidentiality.

Myth

All hourly workers require the same characteristics to be successful at McDonald's franchise locations.

Fact

Every McDonald's franchise location and workforce is vastly unique with equally different success factors. Success at one does not guarantee success at another.

Factors that Impact an Employee's Success at a McDonald's Franchise Location

- ✅ MANAGEMENT STYLE
- ✅ CUSTOMER BASE
- ✅ CO-WORKERS
- ✅ PAY
- ✅ HOURS
- ✅ CULTURE
- ✅ LOCATION

Conclusion No. 1

Every McDonald's franchise location had tremendously unique success factors that require equally different applicants.

Sprockets learned shared characteristics of their top performers using 55 needs, values, and personality traits. As one can see from Figure 8A, there were little to no similiarities between the McDonald's franchise locations. The data was conclusive: Every location had a vastly different Success Profile.

Many factors contribute to differences in work culture and productivity. McDonald's franchise operators that hire based on what's working rather than what they think will work experience significantly less turnover, fewer hiring headaches, and better customer service.

Lexington, KY

- 516,697 residents
- $49,778 median household income
- 18.9% below the poverty line

Somerset, KY

- 11,196 residents
- $22,362 median household income
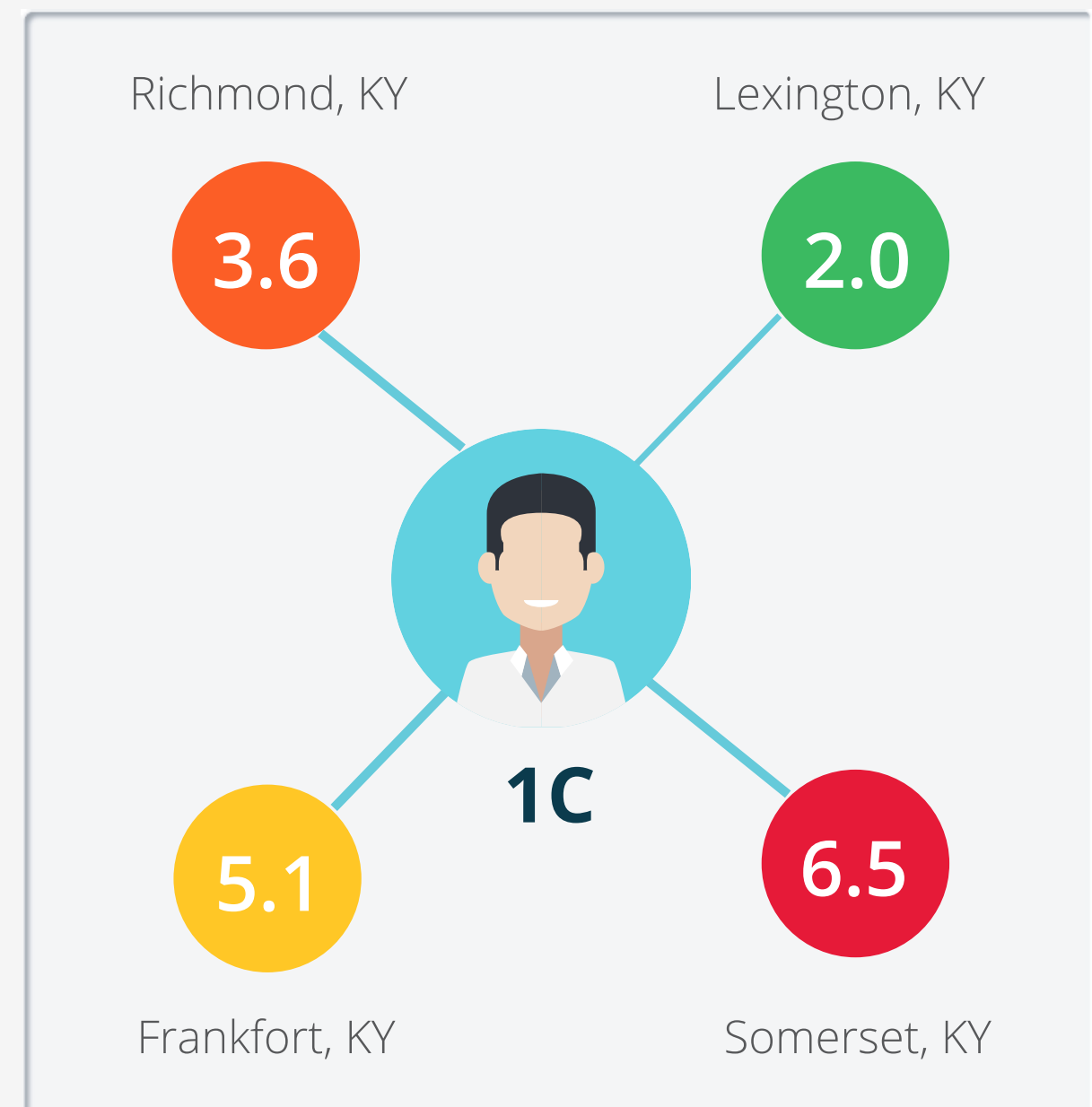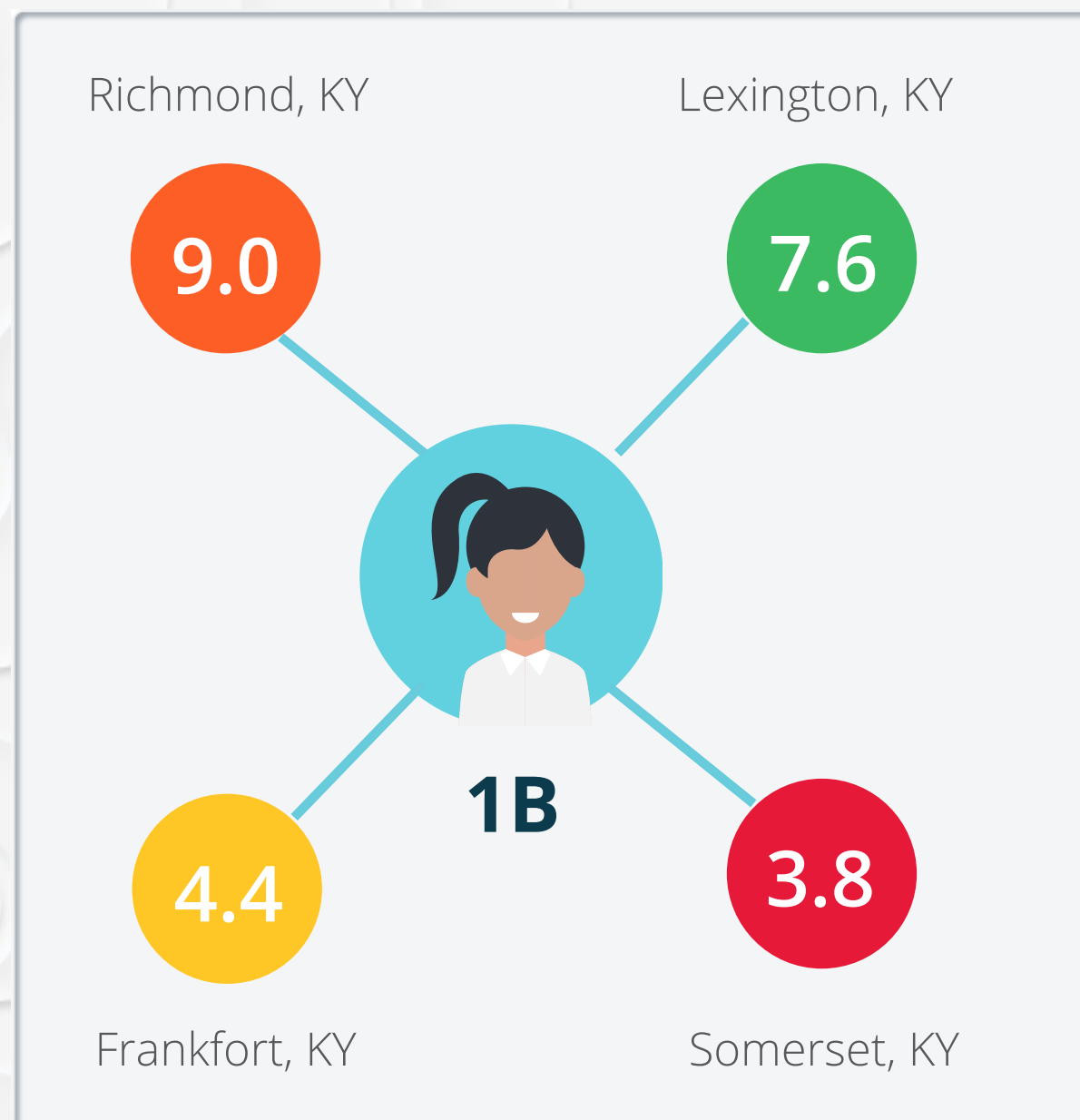- 22.1% below the poverty line

LEXINGTON, KY   SOMERSET, KY
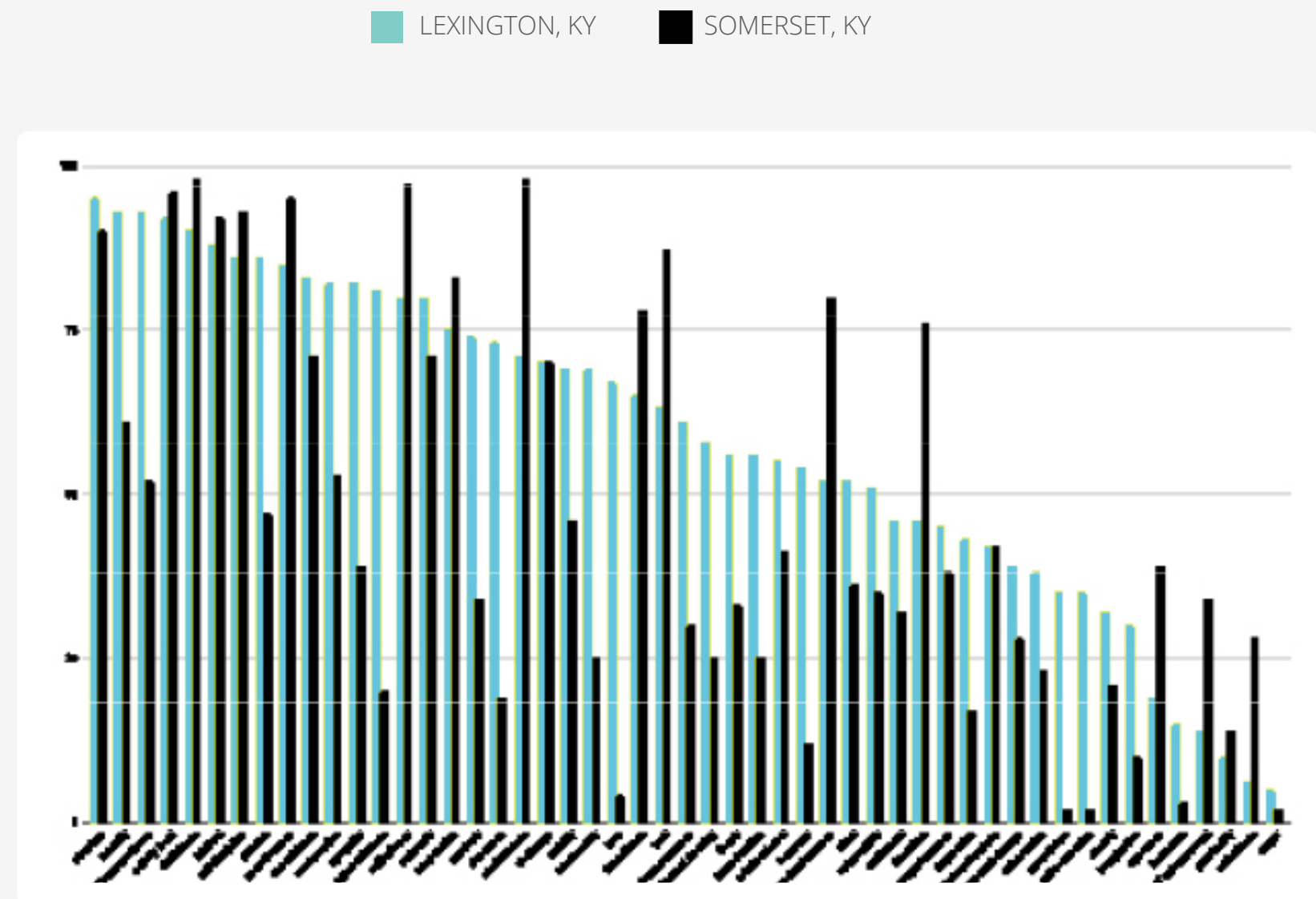
[FIGURE 8A]

Conclusion No. 2
An applicant will perform differently based on where they are hired.

A McDonald's franchise operator with multiple locations must understand the differences between their independent workforces. Figures 1B and 1C show two applicants. Their scores varied dramatically. McDonald's franchise operators must hire applicants that fit their individual McDonald's franchise locations to prevent unnecessary employee turnover.

Richmond, KY

Lexington, KY

9.0

7.6

1B

4.4

3.8

Frankfort, KY

Somerset, KY

Richmond, KY

Lexington, KY

3.6

2.0

1C

5.1

6.5

Frankfort, KY

Somerset, KY

Conclusion No. 3

Sprockets determined the most important traits to look for in applicants.

General managers often rely on their "gut" to make a hiring decision. For the first time, hiring managers had access to scientific reports to help guide interview questions and hiring decisions.

> I do like the diagram it has with their areas of strength and opportunity.
>
> - McDonald's Franchise Operator

> The scores seem to match personalities and performance.
>
> - McDonald's Franchise Operator

Top Traits

Location 1
1. Intellect
2. Dutifulness
3. Assertiveness
4. Activity Level

Location 2
1. Achievement-Striving
2. Structure
3. Morality
4. Self-Transcendence

Location 3
1. Cheerfulness
2. Self-Discipline
3. Structure
4. Friendliness

Location 4
1. Cautiousness
2. Dutifulness
3. Self-Efficacy
4. Achievement-Striving

Conclusion No. 4

Sprockets provides hiring managers the mental makeup data needed to make informed hiring decisions.

With Sprockets, hiring managers can do the following:

1) Measure every attribute during the screening process.

2) Determine if applicants match up with their top-performers.

3) Streamline the hiring process with easy-to-read reports and insights.

As seen on the right, Sprockets shows hiring managers which applicants are likely to be successful and which are most likely to fail.

Search

HOME   USERS   BILLING   SUPPORT   ACCOU

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

Mar

Andrea Go

Al Davis

Retention Rate 40/43 (93%)

40 Employees Retained

3 Employees Lost

Anxiety

9.1
Top Performer

Needs   Values   Tradition   Excitement   Personality Traits

Conclusion No. 5

The managers appreciated the reports and would like to continue.

Sprockets provided 24/7 support via email, phone, in-app messaging, and a comprehensive knowledge base for each of the managers. It was a privilege to work together, and we're looking forward to continuing our relationship at a larger scale.

"

I really like the idea of this.

- McDonald's Franchise Operator

"

I do like the new platform... it's a great tool to have.

- McDonald's Franchise Operator

Conclusions

✅ Every location had tremendously different success factors that required equally unique applicants.

✅ An applicant will perform differently based on where they are hired.

✅ Sprockets determined the most important traits to look for in applicants.

✅ Sprockets provides hiring managers the mental makeup data needed to make informed decisions.

✅ The managers appreciated the reports and would like to continue working with Sprockets.

Contact Us

Learn how Sprockets can help you achieve these same great results.

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