

TRUSTED BY TOP BRANDS:



Best Practices: How to Hire the Ideal Hourly Candidates to Improve Your Bottom Line

Poor Match

Fair Match

43%

Improvement in
Employee Retention



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The ongoing labor shortages and competition for applicants leave franchisees continuously understaffed, emphasizing the need for effective hiring and retention strategies. This starts by learning how to make smarter hiring decisions that enhance company culture while cutting recruitment costs.

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Figure out which values and personality traits you'd like your ideal hire would have, giving you a solid starting point for recruiting and screening efforts.

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Make the hiring process better for you and your applicants by using simple, mobile-friendly applications and an ATS that automates tasks while helping you manage applicant flow.

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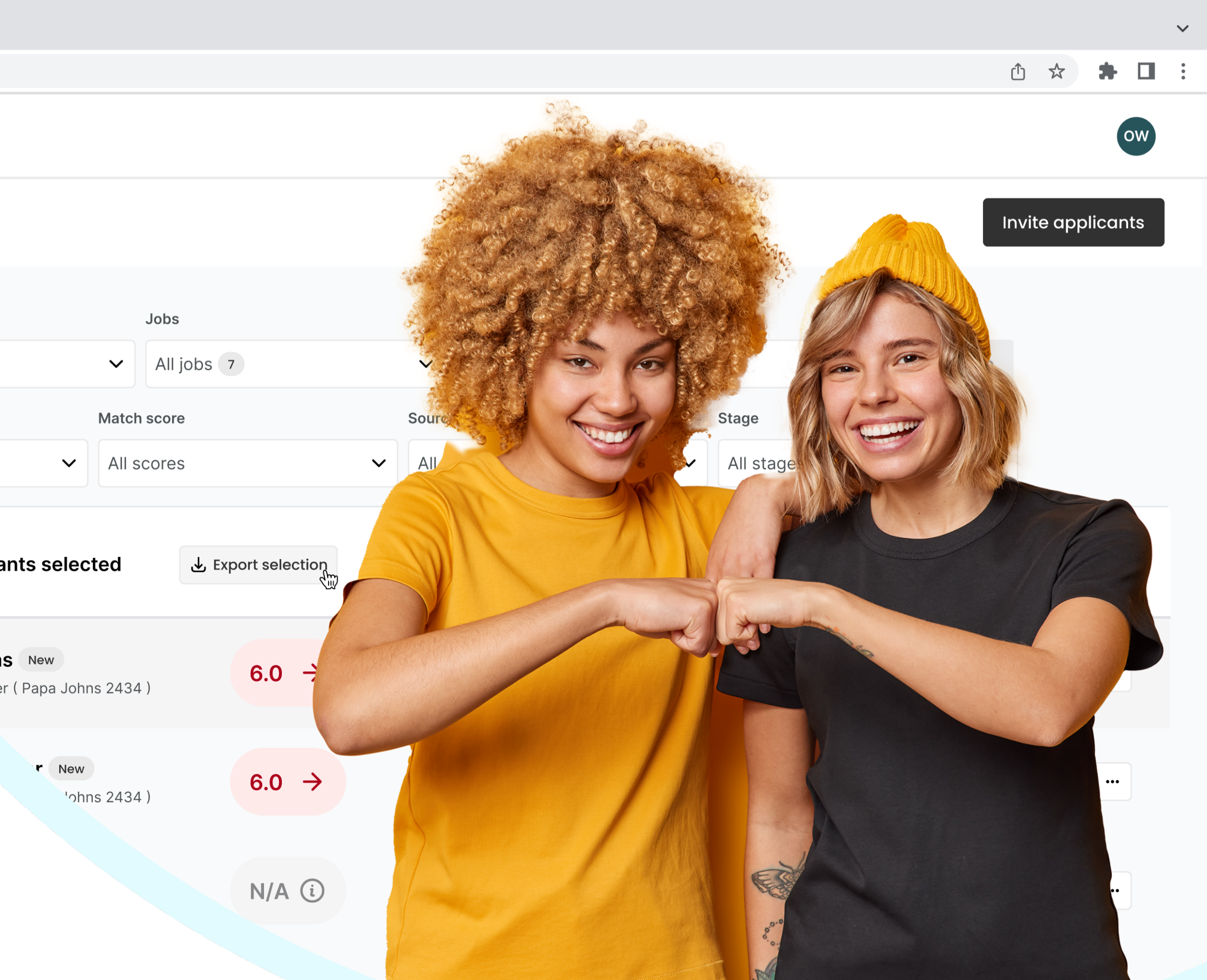
Hire the best candidates by using assessments that reveal which of them share key personality traits with your ideal persona and current top-performing employees.

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Address the challenges of rising labor costs and a highly competitive hiring landscape by re-engaging past applicants through targeted text messages, aligning with the "right- fit" philosophy.

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Sprockets works alongside your current system to help you source, screen, and select the best applicants for open positions. It's the solution to hiring hourly employees you'll wish you discovered sooner.



INTRODUCTION

Revitalize Your Hiring Approach: Fixing the Broken Process Amidst Intense Competition

Hiring the right staff is critical to operations, including optimizing staffing levels for the best customer service and satisfaction. Despite today's unique challenges, businesses that rely on an hourly workforce must be able to recruit, motivate, and retain high-quality employees.

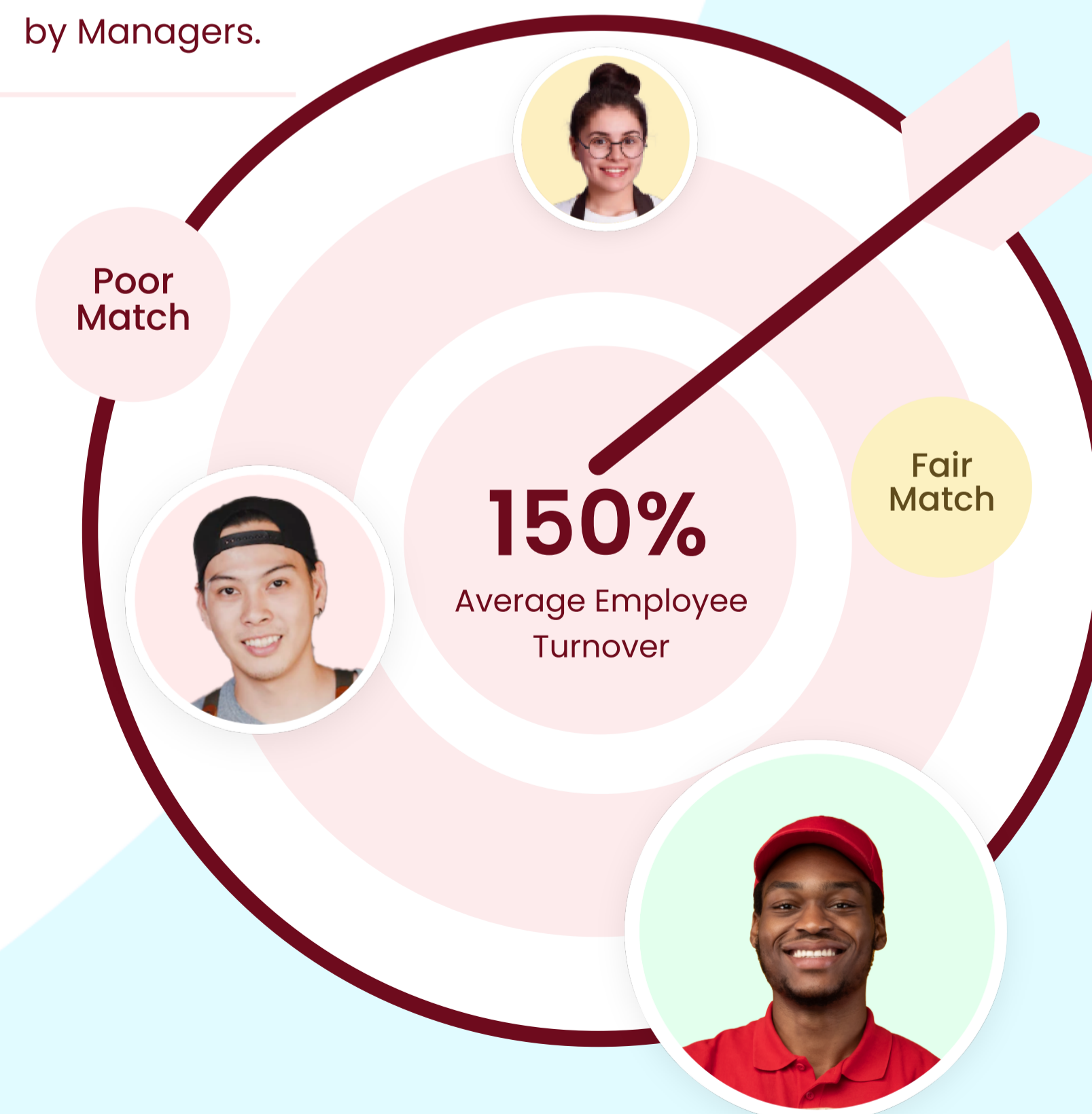
The key to a successful business is having a team of all-star employees. However, consistently hiring and retaining those individuals can be difficult, especially when your business is severely understaffed and you feel forced to hire anyone who applies. However, even an unfilled position is better than making the wrong hire, which costs you more time and money in the long-run.

Overcome this by rethinking your current hiring process. Is it effective? Do you feel it is too time-consuming for you and the applicants? Are you successfully attracting and hiring top talent while filtering out low-quality candidates?

Effective planning is crucial for long-term success and requires businesses to identify, recruit, develop, and retain key personnel. Businesses need to cut costs (recruiting, onboarding, training, hiring, etc.) while improving culture, which can be achieved by focusing on hiring for "fit" and reducing turnover.

82%

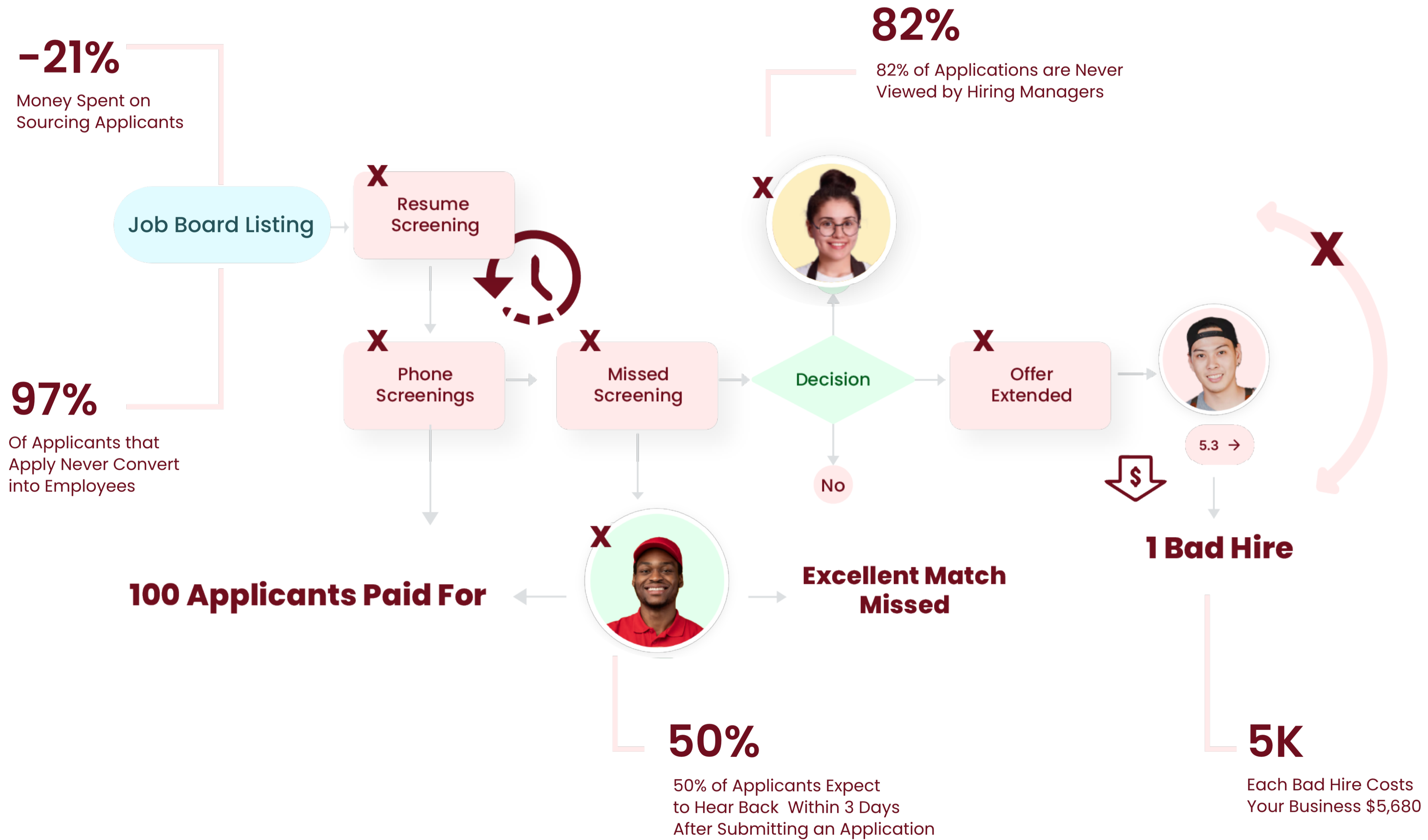
82% of Applications are Never Viewed by Managers.



50%

50% of Applicants Expect to Hear Back Within 3 Days After Submitting an Application.

The Traditional Hiring Process is Failing You



Plan for Success: Crafting the Ideal Candidate Persona

By first creating a candidate persona with your ideal values and personality traits, you enable yourself to find applicants who are more likely to fit with your workplace culture. Plus, with 9.6 million job openings in the US. (August 2023) and a “click-to-apply” culture creating an influx of applications, it’s crucial to craft job postings that attract your ideal candidates from the get-go.

The Issue: With a surge in job openings and the need for high-quality frontline workers, attracting the right talent is crucial. The challenge lies in finding candidates who possess the essential traits that also align with your company culture. Traditional job postings may not yield the desired outcomes, and identifying the key traits and skills required for a position can prove to be challenging, especially when wading through a sea of applications.

The Solution: By defining the traits, skills, and attributes essential for the role, businesses can create a finely-tuned job description that resonates with the right candidates and the culture of your business. An applicant persona functions as a blueprint, guiding recruitment efforts toward the ideal talent and fostering a more targeted approach.

Crafting a persona helps with creating:

- 1. Effective Job Descriptions:** By identifying key traits and skills, you can tailor job descriptions to attract candidates who closely match your requirements and workplace culture. This precision leads to higher-quality applications.
- 2. Strategic Recruitment Strategies:** An applicant persona guides your talent acquisition strategies, enabling you to focus your efforts on attracting the ideal candidates. This saves time and resources, as your outreach is aimed at the most suitable individuals.
- 3. Targeted Sourcing Efforts:** An applicant persona directs your sourcing efforts toward the best matches, ensuring you’re reaching out to the right candidates through the most appropriate channels.
- 4. Improving Your Bottom Line:** Developing a comprehensive applicant persona aligns with the best practice of finding the right fit, ultimately leading to improved employee retention, reduced turnover, and enhanced business performance.

Benefits: In a competitive job market, honing your hiring process with a well-defined applicant persona can lead to strategic advantages and better outcomes. By targeting the right applicants from the start, you’re setting the stage for long-term success and growth.

Learn more about developing an application persona [here](#).



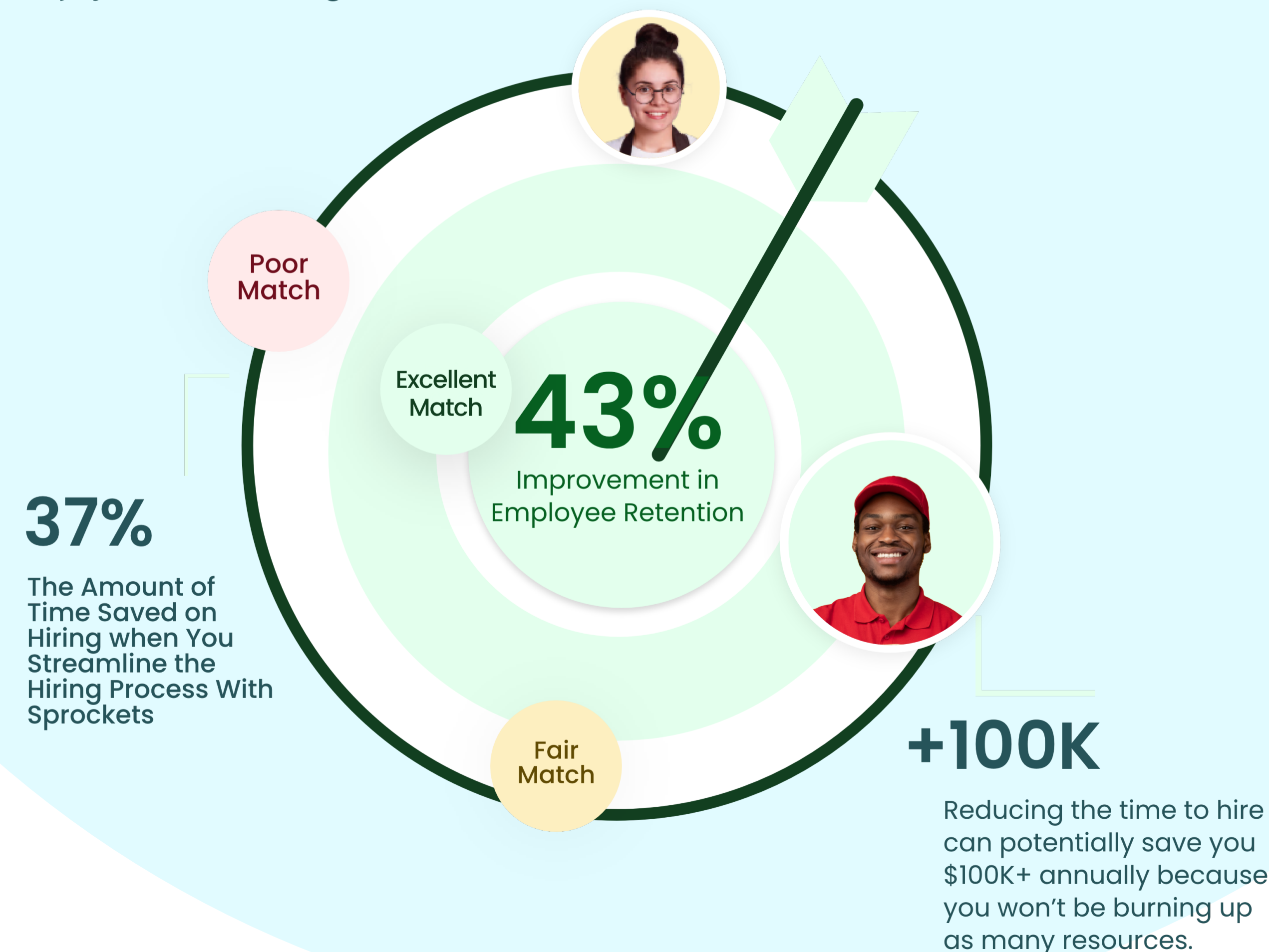
Learn More

Streamline the Process: Automate and Accelerate Talent Acquisition

Long hiring processes are costly and can lead to losing top talent to competitors. Automating your hiring process not only improves the candidate experience but also reduces costs and enhances employee retention.

The Issue: A LinkedIn study showed the **average time to hire is a staggering 41 days**, risking the loss of ideal candidates who go to competitors first or simply get tired of waiting and lose interest. It's crucial to have a streamlined hiring process to reduce the risk of applicant drop-off as well as mitigate the expenses for recruitment, selection, training, and productivity loss.

The Solution: Automate certain elements of your hiring process to enjoy the following benefits:



1. Enhancing the Candidate Experience: Candidates want swift responses. A positive experience attracts more applicants and increases your chances of securing top talent before competitors.

2. Reducing Cost to Hire: It can **cost \$5,864 to replace an hourly staff member** when you include pre-departure, recruiting, selection, orientation, training, and loss in productivity expenses. Now, think about how many **Reducing the time to hire can potentially save you \$100K+ annually because you won't be burning up as many resources.**

3. Improving staff morale and customer service: Speedy hiring ensures your team isn't understaffed for long periods of time. Reduced stress improves staff morale, leading to better customer service.

Ways to Automate Tasks and Reduce Time to Hire:

Implement an Applicant Tracking System (ATS): An ATS streamlines the hiring pipeline, sorts candidates, and handles paperwork, allowing HR professionals to focus on interviews and onboarding. A recent study showed that 86% of ATS users experienced faster hiring and improved quality.

Implement a mobile-friendly application process: 58% of the hourly workforce uses their cell phones to apply for jobs, so it's important your tedious process. The average time to hire is 20 days with text messages compared to 49 days with email. **Plus, applicants who receive text notifications rate their overall experience 50% higher.**

Embrace Video Interviews: Virtual interviews save time and provide flexibility. 86% of organizations incorporate video interviewing. Tools like Spark transportation. You're limiting your applicant pool by not offering the option for virtual interviews.

Screen Applicants Effectively: See Which Applicants Match Your Ideal Persona

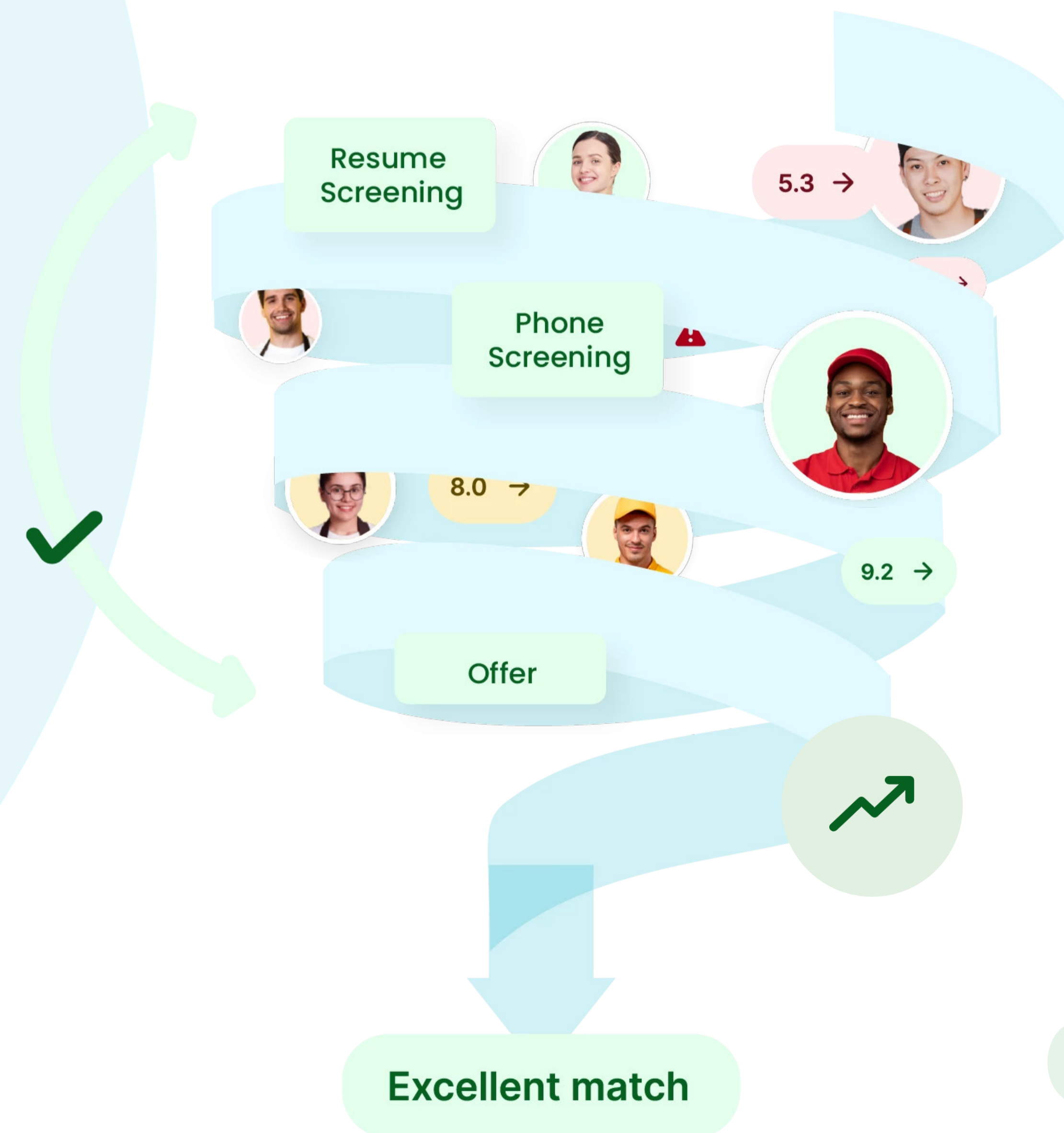
Choosing the right employees is pivotal for business success. A personality-based assessment offers insights into candidates that traditional methods can't provide, helping you make informed hiring decisions.

The Issue: It's difficult to assess applicants' compatibility with the current company culture and ensure they will contribute to positive interactions with customers and team members. High turnover due to attitudes is costly and harmful. A Leadership IQ study of 20,000 companies found that 46% of new employees quit or fail within 1.5 years, with 89% of those failures linked to attitude problems.

The Solution: Leveraging the right pre-employment personality assessment tool helps with the following:

- 1. Boosting Employee Engagement:** Matching job preferences with a candidate's personality keeps them engaged and satisfied in their role. Engaged employees are more likely to perform well, pursue growth opportunities, and contribute to your business's overall success.
- 2. Increasing Employee Success and Performance:** Personality assessments offer valuable insights into a candidate's future workplace success. By identifying desirable traits, you can pinpoint individuals who are likely to excel in their roles, leading to enhanced job performance.
- 3. Reducing the Cost of Bad Hires:** Hiring mistakes are costly. Minimize the risk by focusing on candidates with the right personality traits, significantly decreasing the financial impact of bad hires. After all, soft skills are often more important than industry experience, especially when it comes to predicting who will mesh well with the team and stay long-term.

By incorporating a personality-based assessment in your hiring process, you ensure a more accurate, strategic, and cost-effective hiring process that drives employee engagement, success, and overall business growth.



Maximize Your Investment: Re-Engage Past Applicants

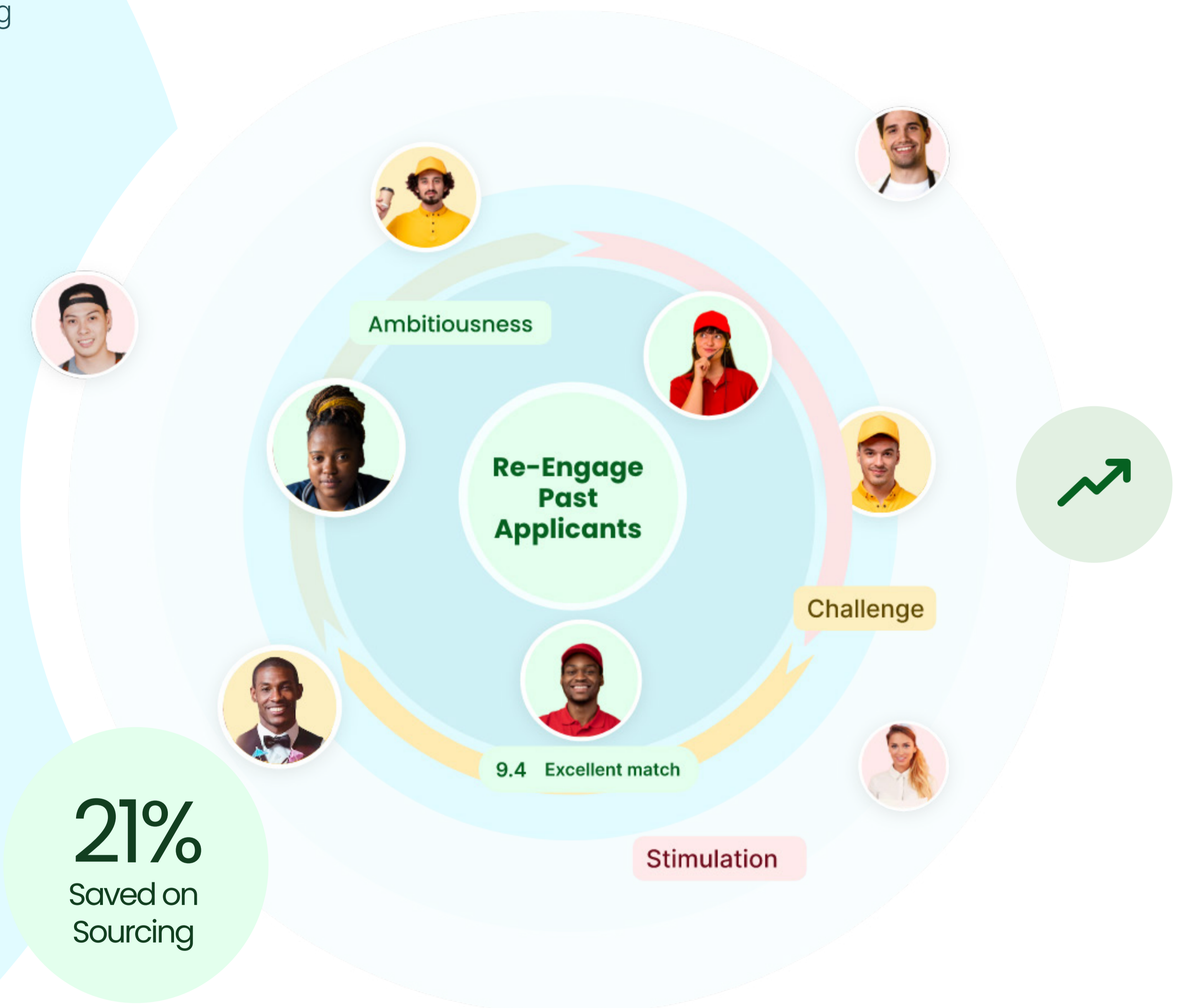
The challenge of sourcing hourly workforce applicants has led many companies down a costly path of endless (and expensive) advertising. Yet, a smarter, more effective solution exists—one that leverages your existing applicant database.

The Issue: Traditional hiring platforms push companies to spend heavily on ads, driving up costs while yielding fewer quality candidates. Meanwhile, candidate behavior has shifted, with individuals easily applying to multiple jobs simultaneously, intensifying the competition.

The Solution: Sprockets Pools disrupts this cycle by reviving interest from your past applicant pool. Through targeted text messages, candidates are re-engaged effortlessly. Rather than undergoing a full application process, they respond to a few questions and are brought back into your hiring funnel. This strategy not only streamlines the process but also maximizes your investment in applicants from job boards.

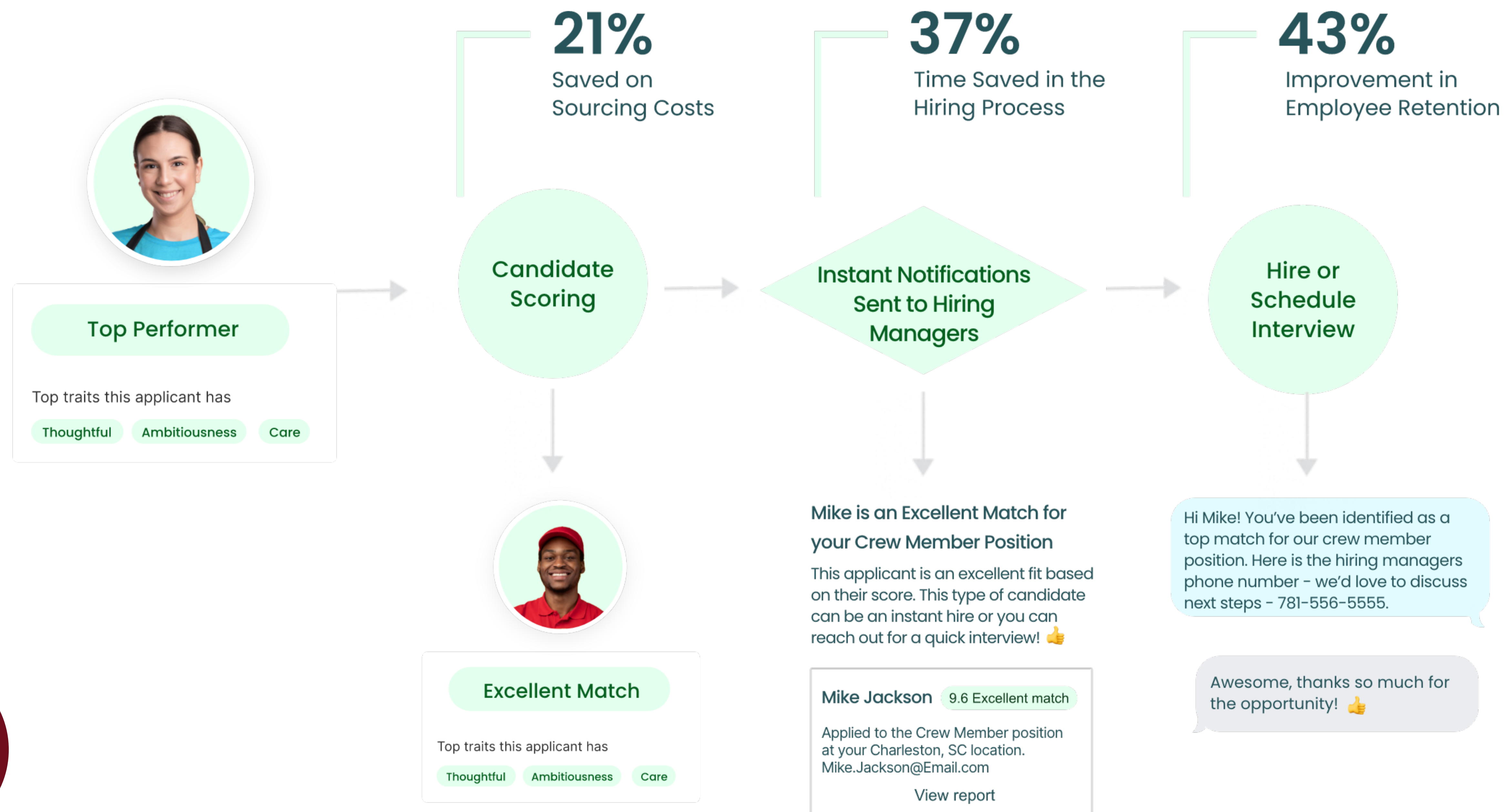
Benefits: By tapping into your existing applicant database, you're aligning with the "right-fit" philosophy, a proven practice that enhances your bottom line. Engaging candidates who already expressed interest and fit your company culture leads to higher success rates and reduced turnover.

In a landscape where conventional approaches falter, Sprockets Pools empowers you to optimize resources and elevate your hiring strategy. Transform passive databases into active talent pools, and fuel your business with cost-effective, impactful practices.



[Learn More](#)

The Faster and Smarter Way to Hire



Finding the Right Fit With Sprockets

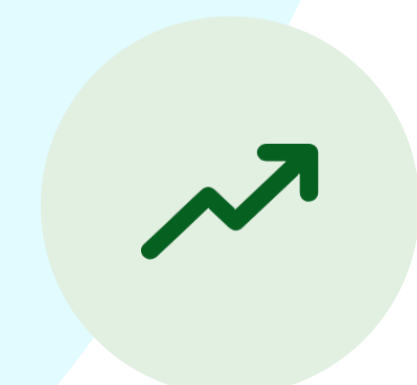
Not having clear candidate criteria can lead to poor hiring decisions, costing you time, money, and reputation. Instead of just recruiting, the key is to “find the right fit.” Defining your candidate requirements from the get-go saves resources and helps identify top candidates.

Make the application and interview process accessible and user-friendly for a seamless candidate experience. Enhance your hiring with automation, application tracking, and open communication to improve company culture, increase retention, and attract top talent similar to your best employees.

Prioritizing personality assessment ensures a positive work culture and an engaged team. Just make sure you use a personality assessment that’s proven to work and is built specifically for the hourly workforce, like Sprockets.

Discover how Sprockets can revolutionize your HR tech stack. Our hiring solution, trusted by franchisees from brands like Chick-fil-A and Taco Bell, reveals candidates who are most likely to succeed based on shared personality traits with your top performers, enabling you to make smarter hiring decisions and boosting retention by an average of 43%. Best of all, it can easily be added to any current system, like Paradox, TalentReef, and Workstream.

Do you want to make smarter, faster hiring decisions and save \$100K+ annually by reducing employee turnover with Sprockets?? Click [here](#) and sign up for a demo.



Proven Results



How A Dairy Queen Owner Raised Employee Retention to 86 Percent
[Learn More](#)



How a Franchisee Boosted Applicant Flow at 34 Sonic Locations
[Learn More](#)



A McDonald's Franchisee Decreased Their Turnover By 24 Percent
[Learn More](#)

Book a Demo



Here From Our Sprockets Users



"I love that Sprockets pulls from other application sources as well. It saves me from having to check multiple sites and streamlines my hiring process even more."

Rhiannon Wilson, HR Manager, Lafontant Organization, LLC



"The numbers don't lie. There's been an increase in retention tied to the quality of the applicants identified with the Sprockets survey."

Paul Accordino, VP Operations, O Incorporated



"It helps us make better hiring choices, and we love the personality breakdowns that Sprockets gives us for each applicant."

Jimmy John's Franchise Operator

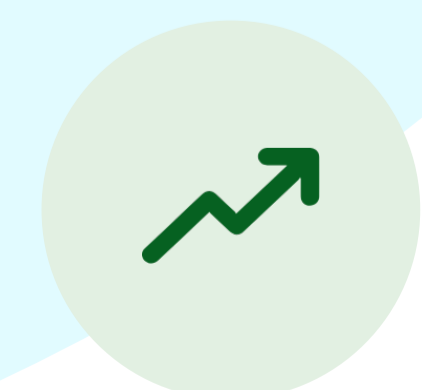
The Traditional Hiring Process is Proken



135K
Savings
Created



One
Bad
Hire



Calculate Your ROI with Sprockets

Discover how much money you can save on employee turnover by using Sprockets in your hiring process.

[Calculate Your Savings](#)