

Recruiting, With All The Toppings



The Problem

In the hospitality industry, you can't put a price on a great experience. Freddy's has always focused on quality hiring, but with rapid growth, hiring a large quantity of top performers became a challenge. The labor market for fast casual restaurants is notoriously competitive, with applicants typically applying for multiple jobs at any one time. Reaching candidates quickly became a top priority. Equally important, Freddy's corporate restaurant group needed applicant tracking software powerful and flexible enough to manage hiring across dozens of locations. Could ClearCompany help Freddy's avoid a rocky road to talent success?

65%

65% of applicants engage with Freddy's on a mobile device. Tools like ClearText and bulk candidate emails are crucial for reaching those applicants quickly, and effectively.

"Before ClearCompany, hiring was still very manual. We have a great company and a great story to tell. But we didn't have a way for all of our locations to manage recruiting through one portal. That was the appeal of ClearCompany - being able to create a more cohesive recruiting and hiring process."

About the Company

With 400 restaurants from coast to coast, Freddy's Frozen Custard & Steakburgers is quickly becoming an American institution. This franchise serves great food and amazing guest experiences, and nowhere is that more apparent than at the 34 corporate owned and operated restaurants headquartered in Wichita, Kansas. The corporate ownership group has experienced tremendous growth, including opening nine new restaurants in the last three years.

In addition to providing marketing support and best practices to every Freddy's franchise, the corporate group needs to focus on hiring the best talent to continue delivering juicy steakburger, freshly churned frozen custard treats, and big smiles to customers across all of their owned and operated restaurants.



"The sooner you can reach out to a candidate, the better. We all know that applicants are applying for several jobs at a time. So our ability to reach them quickly and to have positive communication is so important."

Stacey Kluge

Director of Personnel & Compliance, Freddy's Frozen Custard & Steakburgers



The Solution

Fortunately, Freddy's found the key to high-efficiency hiring and creating a great candidate experience with ClearCompany. Automated posting to multiple career sites gave Freddy's an immediate boost in applicants. More importantly, it provided a constant flow of qualified candidates, critical for keeping current restaurants staffed and quickly staffing up new restaurants.



Freddy's corporate restaurant group has had over 50,000 candidates across their 34 locations in the last year. Using ClearCompany's automated posting tools, they're seeing more applicants than ever before.

This also allowed Freddy's to use ClearCompany's tools for re-engaging with previous candidates in their database to create another valuable applicant source. Intuitive texting and email tools enabled Freddy's to reach candidates and set up interviews quickly, and they organized their hiring data across all restaurants in ClearCompany's user-friendly platform. Finally, ClearCompany's seamless integration with their payroll provider, Paylocity, was the cherry on top.

"We love ClearText! I think it's another really positive way to reach candidates. 65% of our applicants are engaging from a mobile device. That tells me that the old emails and phone calls that we used to do won't work the same way in the recruiting process. Knowing that we've got a variety of options to reach out to a candidate is very, very appealing."

The ClearCompany Difference

"We love to see our customers grow and succeed. We're so proud we could help Freddy's create a flexible, efficient hiring process and an amazing candidate experience that they can use across all of the restaurants in their group. And we know that every Freddy's guest appreciates the great food and service they receive as well."



Christine Rose

Vice President of Customer Success,
ClearCompany

The Results

Thanks to ClearCompany, Freddy's has a powerful, flexible recruiting platform that can cater to the needs of any employer, including rapidly-expanding restaurant groups. They're hiring more high-quality candidates faster than ever before.

"If we're hiring the right people, if we're engaging candidates in an interactive process, if we're sharing our hospitality with them, then we're setting the stage for that employee to bring that same positive experience into the restaurant and to make sure that our guests are experiencing that."

With a great candidate experience, they're ensuring that new hires are excited, engaged, and ready to provide a great customer experience from day one. And it's all backed by ClearCompany's outstanding support and a consultative approach that ensures customers don't just boost hiring now, but build and adapt recruiting processes to make each restaurant a warm, welcoming part of its community for years to come. And that's the sweetest thing of all.

"With ClearCompany, you can customize the hiring process to make it as long or as short as you want, and for restaurants, it makes sense to be able to pick the features that work for our group. That's one of my absolute favorite things."

Stacey Kluge

Director of Personnel &
Compliance, Freddy's Frozen
Custard & Steakhurgers

