

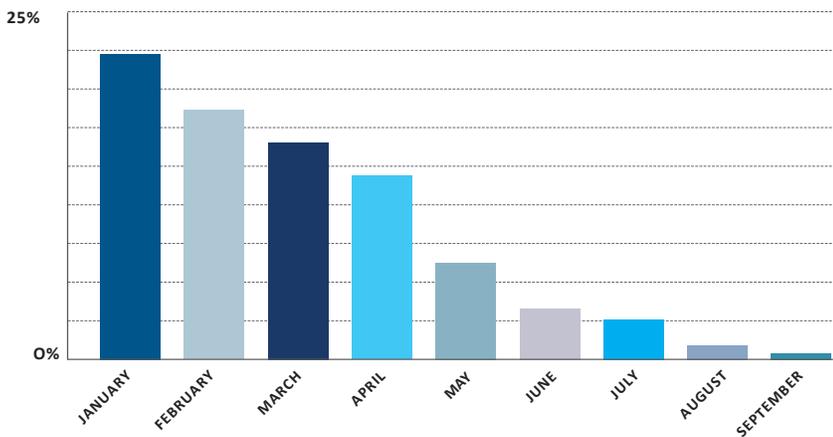
BACKGROUND

In high school, Lori Martineau worked as a roller-skating carhop at her local A&W in Sault Ste. Marie, Ontario. Today, she owns five A&W franchises in Sault Ste. Marie and Thunder Bay. With an average of 30 employees per location, staffing her restaurants is one of Lori’s biggest challenges.

“Thunder Bay has a very low unemployment rate,” Lori explains. “The big problem with hiring is finding ways to encourage people to apply.” Lori tried many tactics to attract applicants, such as adding outdoor signs at her restaurants, listing open jobs on the national A&W website, and posting at online job boards like Indeed and classified ad sites like Kijiji. “But the applications would just trickle in,” Lori says. “The quantity and quality of applicants wasn’t viable for our business.”

Lori worried the staffing squeeze would put pressure on current employees and hurt customer service. “The employees we do have are overworked, and that leads to more turnover,” she says. “They may look for work at another place that doesn’t have staff shortages.”

CASE STUDY UNDERSTAFFING RESULTS UTILIZING INTRIDEO



THE SOLUTION

When Lori found out about Intrideo’s hiring solution, she tested it out for six months. Intrideo helps restaurant owners like Lori attract more applicants by employing a suite of tools including targeted social media ad placement, compatibility assessment, and applicant video introductions.

“We like people who enjoy a fast-paced work environment,” Lori says. “And it’s nice if they have experience in fast food. If they have a bit of college, it helps with the maturity level. Since we use technology like touch screens, people have to be familiar with that.”

Once Lori creates a job posting via the Intrideo mobile app, Intrideo places ads on Facebook, Instagram, and thousands of mobile apps and websites through its partnership with online advertising company C Squared Social. Intrideo can also target the ads based on a variety of factors that Lori chooses, such as personality, location, and interest in the job.

“With the targeted social media ads, we’re reaching applicants where they live: online,” Lori says.

Company
INTRIDEO

CEO
ANDREW CALDERON

Location
THUNDER BAY, ON, CANADA

Services
RECRUITMENT, SCREENING, RETAIL
AND RESTAURANT INDUSTRIES

Intrideo Overview

Providing a staffing solution for the service industry

Intrideo is a leading-edge technology-based firm that provides a cost-efficient staffing solution to the service industry. It was created by senior hospitality leaders pairing with world-class developers and AI engineers.

It utilizes:

- Intelligent targeted recruitment
- Video-based screening
- Personality Screening
- Candidate tracking system (CTS) capabilities
- Efficient user interface

“...Lori’s restaurants were 20% understaffed. Now that she is using Intrideo she is only understaffed by 2% - a dramatic improvement...”

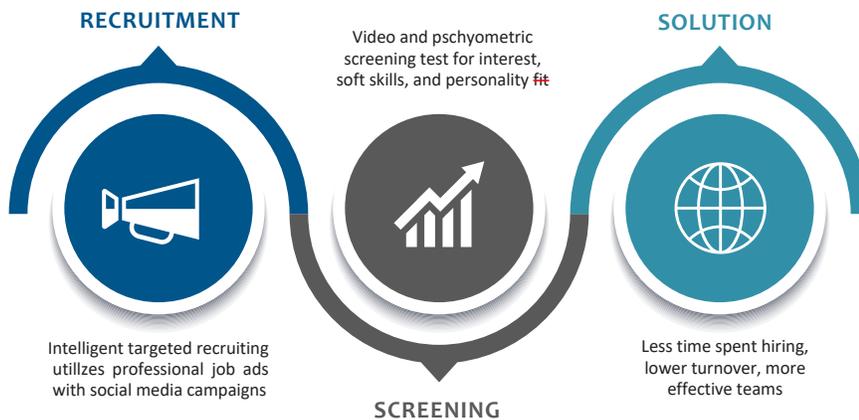
SCREENING TOOLS

When prospective employees apply for Lori's A&W jobs through a customized Intrideo portal, they create a 20-second video that shows off their soft skills. "They really help," Lori says of the videos. "If I'm looking for cashiers or people to staff the drive-through windows, I want friendly, happy people – and I can see that in the videos. That tells us who should come in for interviews."

Intrideo's TeamFit Grid, which Lori can access through the Intrideo dashboard, shows how well candidates will fit with Lori's existing team and which roles they are best suited for, based on their experience and personality. After reviewing TeamFit and JobFit, she can easily share applications and videos with managers so they can weigh in on the best candidates.

Before Intrideo, Lori's restaurants were 20 percent understaffed. Now that she's using Intrideo, she is only understaffed by 2 percent – a dramatic improvement. "We had 100 candidates apply online in the first couple of weeks," she says. "That saved me a lot of energy and time."

Not only does she have more applicants, they've turned out to be better employees proven by their increased success rate in the jobs. "Some have been with us almost a year – and their friends want to work with us now," she says.



SOLVING THE STAFFING CHALLENGE

Frank Landi, A&W's multi-unit business manager for Ontario, says solving the staffing challenge is an important hurdle for franchisees. "When someone like Lori can replace staff in just a few months instead of a year, that makes a big difference," Frank says. One of his other franchisees used Intrideo to quickly hire from the ground up, in time for the restaurant's opening day. "He wouldn't have been able to do that in such a short time without Intrideo."

Reducing turnover has a positive impact on the guest experience while also cutting costs.

As Lori says, "When we have proper staffing, everyone can do their job better, our service is better, and customers notice the difference."

KEY FINDINGS

What she wanted to do:

- Attract more quality candidates
- Reduce understaffing
- Reduce time spent recruiting

What she did:

- Used Intrideo to recruit for job openings and screen for candidates' soft skills and experience

What she accomplished:

- Attracted 100 candidates in 2 weeks
- Hired staff who stayed on the job longer thereby reducing rehiring
- Reduced understaffing from 20% to 2%