



How a Popular Restaurant Chain Hired 1,000+ Workers in One Week

THEIR STORY

With approximately 100 new cafes opening each year, a popular restaurant chain is well-versed in the frontline hiring of hourly workers. Previous hiring events were an effective staple for getting job seekers in the door – but not as successful as their TA needs them to be today.

By leveraging **Phenom Events** and **Phenom Campaigns**, the restaurant chain was able to reach and engage targeted job seekers to fuel a one-day national hiring event with amazing results.

After creating an event landing page on their **Career Site**, recruiters used the **Phenom CRM** and email campaigns to promote the event to specific candidates, encouraging them to register and visit nearby locations for on-the-spot interviews and potential same-day hires. The team also added a promotional banner advertising the event on every page of their career site.

Being able to segment emails geographically, by hiring status, and based on those who RSVPed allowed recruiters to customize messaging, which proved crucial to engagement.

In addition, convenient UTM codes and real-time **Talent Analytics** provided a 360-degree view of job seekers, leads, and applies across all of their recruitment marketing efforts – ultimately enabling the recruiting team to assess ROI and optimize strategies accordingly.

In less than a month, the company registered over 12,000 candidates through their career site and email campaigns – resulting in more than 2,000 same-day offers to candidates and 1,300+ same-week hires.

“Our partnership with Phenom was critical to the success of our national hiring event by helping to raise awareness and engage job seekers with an amazing candidate experience from start to finish.”

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COMPANY INFORMATION

INDUSTRY	ATS	PHENOM PRODUCT HIGHLIGHT
Food service	Workday	Events, Campaigns, Career Site, CRM, Talent Analytics

Results in
< 1 month

12K+
Candidates
registered

2K+
Same-day offers

1.3K+
Same-week hires