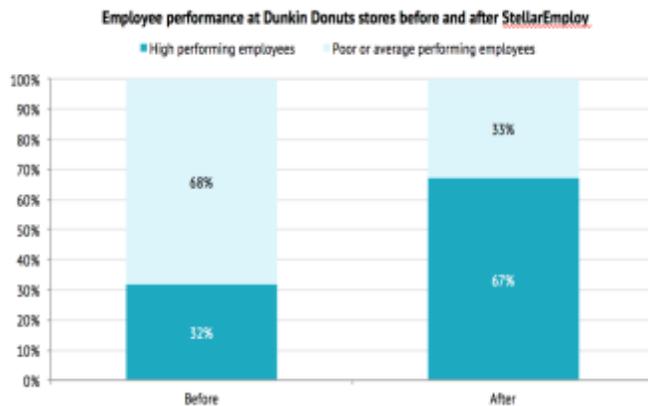


Dunkin Donuts stores *more than double* their number of high-performing employees with StellarEmploy



Summary

StellarEmploy streamlined over 20 stores' sourcing and hiring processes with easy to use digital tools that saved managers valuable time. StellarEmploy also implemented a powerful, customizable algorithm that identified applicants who would succeed on the job.



After four months, Dunkin Donuts stores using StellarEmploy more than doubled their number of high-performing employees from 30% to 70% of frontline staff. With stronger teams, average employee productivity grew, with each employee contributing an additional \$50 per day to the bottom line. This led to a 9% increase in net sales for Dunkin Donuts stores and a 9.8X return on investment for ABDD.

** These ratings are based on Dunkin Donuts store managers' self assessment of the quality of their crew members by high-performers, average performers, and employees they would like to replace over a 4 month period.*

Challenges

Before working with StellarEmploy, ABDD faced many of the challenges with staffing their Crew Members that other QSRs face: Crew Members did not uniformly serve customers well and managers often had to fill in for no-shows. Applicants from walk-ins and unfiltered posting sites were ad hoc and low quality. The recruiting process itself was inefficient with valuable time spent simply trying to reach applicants by phone, or interviewing candidates who were not a good fit for the customer-oriented, fast-paced environment.

How it works

StellarEmploy partnered with 24 of ABDD Dunkin Donuts stores to create the following hiring process:

- **Step 0:** StellarEmploy surveyed existing Crew Members to identify characteristics of best-performing employees.
- **Step 1:** Walk-in and online Crew Member applicants were directed to the StellarEmploy website, to answer a 15-minute survey. They filled this out at home, in the store, or on their smartphones.
- **Step 2 (Applicants):** Applicants identified as high-quality candidates were automatically scheduled to call the manager for a phone screening.
- **Step 2 (Managers):** When a high-quality candidate was screened, the manager received an email with a profile summary and a link to the candidate information on the dashboard. For managers working on the floor, the emailed profile was an easy way to quickly review applicant information.
- **Step 3:** The manager set aside 1-2 hours each week and spoke with applicants who called, inviting the best candidates to attend an in-person interview to make a final decision.

Outcomes

Increasing applicant quality and flow

Within one month, Dunkin Donuts stores began seeing significantly more high-potential applicants. Managers using StellarEmploy received on average 60% more high-quality job candidates than stores not using StellarEmploy. High-quality applicants demonstrated attributes managers valued: eagerness to learn, friendliness toward customers, and efficiency when handling multiple tasks.

“Since we’ve been using StellarEmploy we’ve had much more success bringing in people who work out, are motivated and stay... After 4 months, revenue and customer satisfaction are up. It’s been a complete 180. More employees have gotten completely trained and know what they’re doing.”

Brandy Bressard, *Store Manager at Pine Bush*

Decreasing managers’ wasted time on hiring

Managers also reported that StellarEmploy’s tools simplified the steps needed to contact, interview and hire applicants. StellarEmploy’s email profiles included personal details and shift availability, making initial outreach efficient. Validated ratings summaries enabled managers to learn about candidates before interviews and use face-to-face time better.

“I come in the morning with applicants ready to go and all their information. I pull it up and call them. It’s really good for me. If they’re great they move to the top of [my] list [of candidates]... StellarEmploy makes my process easier, bringing a nice flow of people to the store.”

Kim Nuzzo, *Store Manager at Newburgh*

Adding to the franchise’s bottom line

Managers credit StellarEmploy with improving key metrics of store performance, including profits, customer satisfaction and labor as a percentage of revenue. StellarEmploy’s high-performing employees drove top-line revenue growth through improved customer service, upselling and repeat business. They also created cost savings from cross-training, better inventory management, and lower turnover.

“I use StellarEmploy...95% of the time. Employees are 99% of what I do... Happy employees with smiles make customers happy, so the impact to the business is extremely high.”

Natalio Crespo, *Store Manager at Liberty*

In fact, managers at the stores that used StellarEmploy had an increase in revenue of 9% during the pilot, the equivalent of a return on investment of 9.8X for StellarEmploy.