

# CASE STUDY



## A MULTI-MILLION-DOLLAR AMERICAN RESTAURANT BRAND IMPLEMENTS SOURCING TO ACHIEVE THEIR RECRUITMENT GOALS FOR NICHE AND EVERGREEN CULINARY ROLES

### THE PROBLEM

A large American restaurant chain was experiencing hiring challenges for chefs with niche skillsets across five large metropolitan markets in the US.

The role had been particularly challenging to fill because candidates had to possess culinary knowledge and skills, have a passion for customer service and excel in their ability to entertain.

Across all markets, the clients had on average 5 openings per location and typically employed a team of 6-8 chef.

The client team's recruiting resources were limited but they needed to effectively and sustainably fill these roles and reduce cost per hire, time to hire and interview per hire.

### THE SOLUTION

The TI Sourcing team implemented a creative recruiting strategy using optimized postings and streamlined processes to schedule interviews.

TI crafted postings and ads on top culinary, hospitality and entertainment job boards. These postings were optimized for format, keywords and cost-per-click rates, resulting in better candidate quality and show rate.

TI engaged and fully vetted prospective talent by providing detailed candidate profiles that outlined their strengths and gaps.

This project also included monthly market intelligence reports around competitors and compensation.

### THE RESULTS

Over a 6-month engagement, across 5 US locations, the TI Sourcing Team conducted 109 interviews on behalf of the client. Of the 26 offers extended and 22 were accepted, making 85% acceptance rate.

Due to the thorough process, The TI team exceeded KPI's and the client was able to reallocate resources to more critical work.

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