

KFC Franchisee Doubles Employee Retention With Sprockets

Hiring quality employees is harder than ever with today's click-to-apply culture, rise in applicant ghosting, and use of poor screening methods. This KFC franchisee decided it was time to try something different — it was time to try Sprockets that's proven to improve employee retention.



Key Takeaways

Double Employee Retention
in the first 6 months

Lowest Staff Vacancy Numbers
in the last 3 Years

84 Applicants with \$0 Spent on ADS
by using Sprockets Pools

Challenge

- ⚠️ They would often get ghosted by applicants.
- ⚠️ Hiring managers didn't have enough time to screen candidates effectively.
- ⚠️ There was tough competition with other businesses for applicants.

Solution

- ✅ Our platform revealed who was highly interested and would stay long-term.
- ✅ Sprockets revealed the ideal fits based on shared personality traits.
- ✅ The seamless integration and instant alerts streamlined their process.

The Difference With Sprockets

Sprockets engages new and past applicants with text messages, scores them based on shared personality traits with your best workers, and sends alerts about top candidates. Managers can spend less time chasing bad applicants and more time hiring the ideal team members. Here's the difference it made for this franchisee:



[View 3 matches](#) ↗️ →

Hiring with Sprockets:

- Improvement in 90-Day Retention ✓
- Improvement in Annual Retention ✓
- Less Time Spent Hiring ✓
- Reduction in Call-Outs ✓
- Major Drop in Workplace Conflicts ✓

What They Had to Say...

"The numbers don't lie. There's been an increase in retention tied to the quality of the applicants identified with the Sprockets survey."

"The results are undeniable. We are certainly in a better place than we were before Sprockets."

"Sprockets creates an 'emotional currency' and keeps spirits high when managers can see top applicants coming into our funnel."



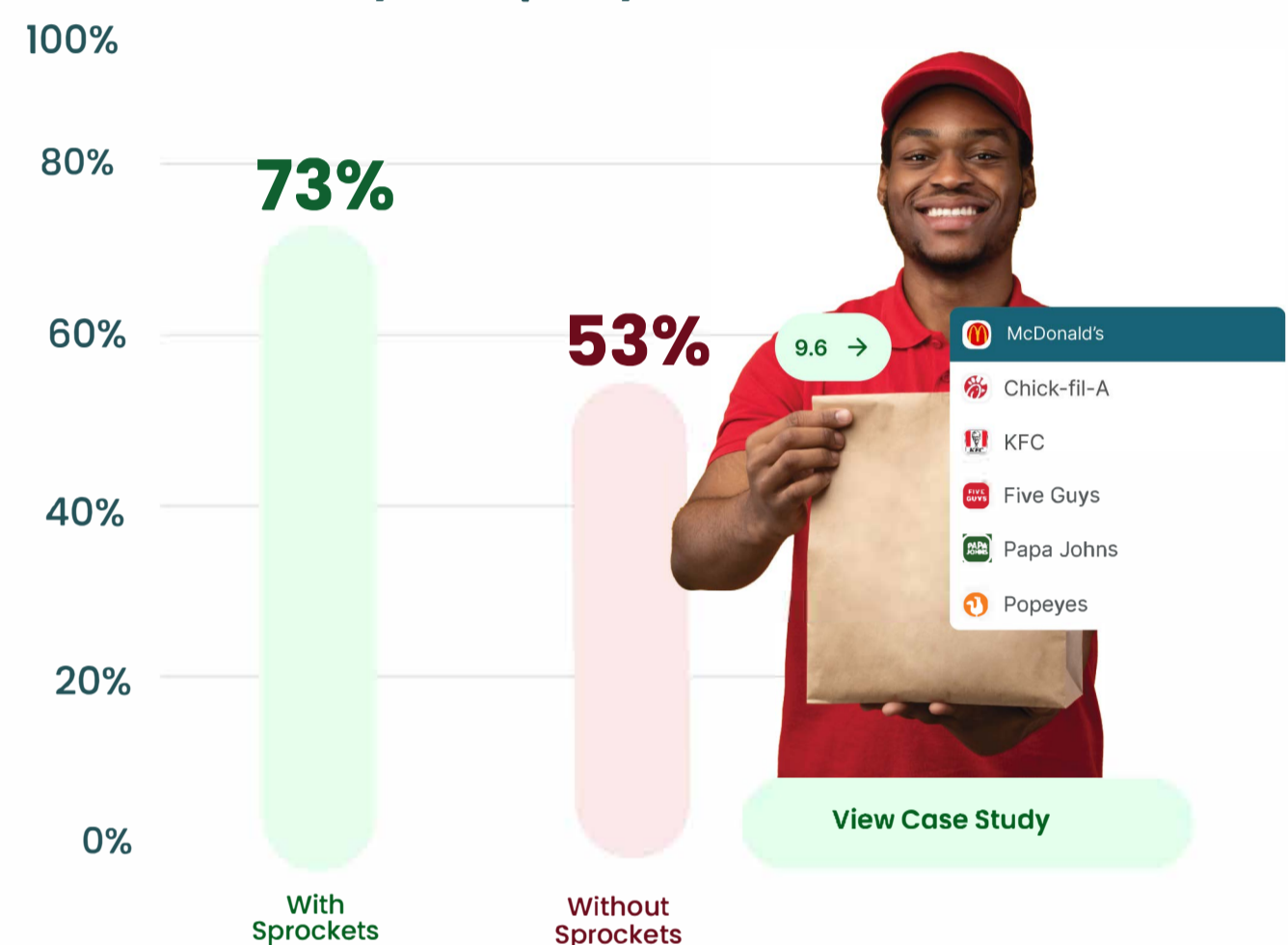
Paul Accordino, VP Operations
O Incorporated, LLC

You'll Like This Case Study, Too!

McDonald's Franchise Group Boosts Crew Member Retention by 38% During the Labor Crisis

[View Now](#)

90-Day Employee Retention



Don't Just Hire Anybody. Create Simple Red-Yellow-Green Scores.

Red, yellow, and green indicators organize results and suggest what actions results and determine what actions to take next based on how well they match your top performers' results.



9.4 Excellent match

Top traits this applicant has

Thoughtful Ambitiousness Care

Traits to look for

Harmony Cheerfulness Closeness



7.3 Fair match

Top traits this applicant has

Thoughtful Stimulation Challenge

Traits to look for

Harmony Ambitiousness Trust



6.0 Poor match

Top traits this applicant has

Challenge Stimulation Love

Traits to look for

Closeness Achievement Trust

Trusted by Top Brands

