

# McDonald's Franchisee Reduces Employee Turnover by 24% With Sprockets

Hiring and retaining quality employees is harder than ever, so why do businesses still use an outdated process that simply doesn't work? This McDonald's franchisee decided it was time to try something different — it was time to try Sprockets that's proven to improve employee retention.

[Learn More](#)

**24%**  
Reduction in 90-Day Employee Turnover



**9.4** Excellent match

## Key Takeaways

**24%**  
Reduction in 90-Day Employee Turnover

**20%**  
Increase In Shift Attendance

**14%**  
Reduction in Annual Employee Turnover

### Challenge

- ⚠️ They were understaffed and workers rarely stayed more than a year.
- ⚠️ There were frequent call-outs and conflicts among crew members.
- ⚠️ Their interview process was difficult and time-consuming.

### Solution

- ✓ Our Applicant Matching System predicted who 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 so 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:

- ### 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...

"Sprockets has enabled me to focus more on what is important as an HR manager rather than using a difficult interview process."

"I love that Sprockets pulls from other application sources as well. It saves me from having to check multiple sites and streamlines my hiring process even more."

"The Sprockets staff is ALWAYS friendly and helpful, and the setup was easy. I suggest Sprockets whenever I can."

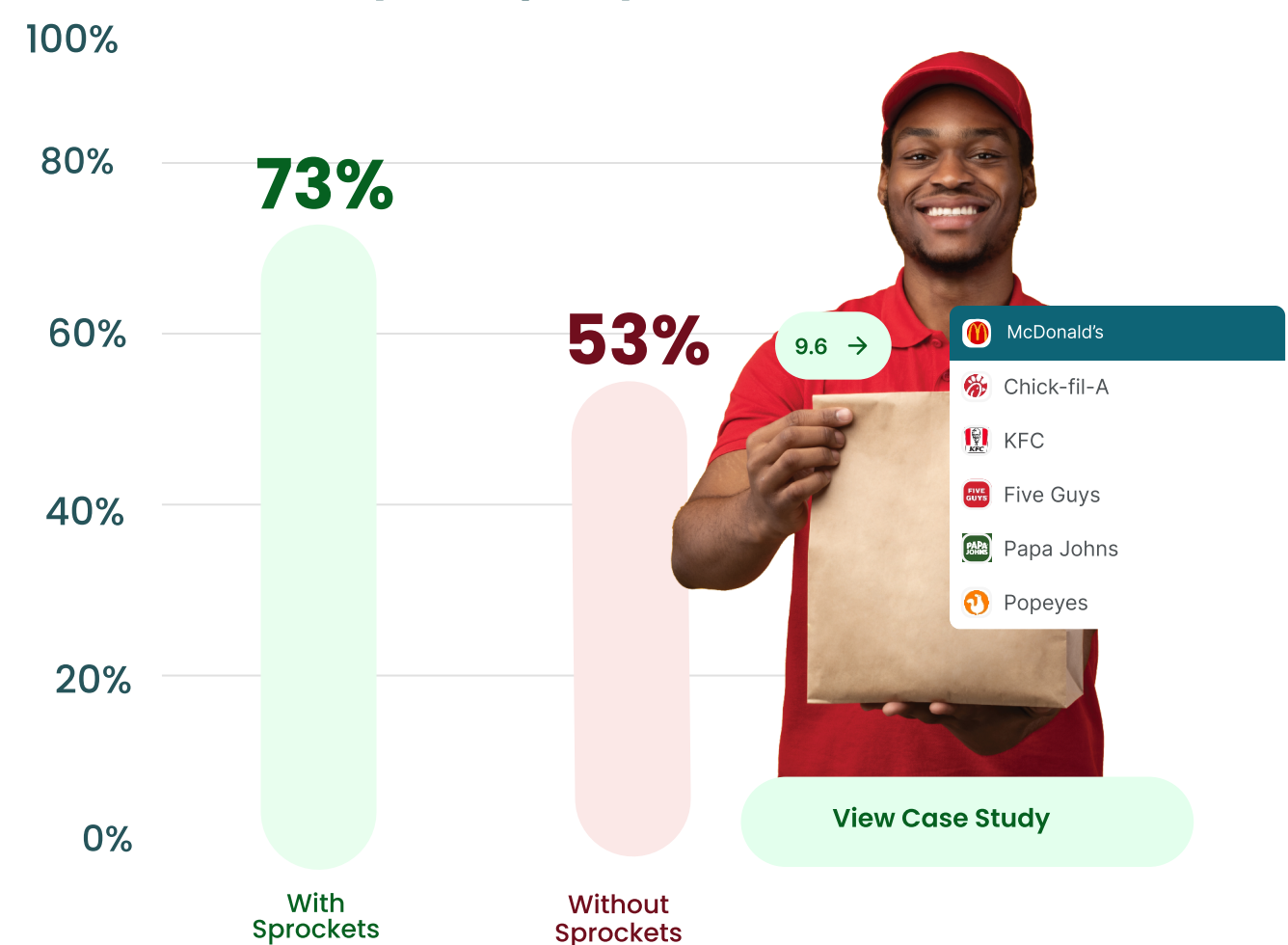
Rhiannon Wilson, HR Manager  
Lafontant Organization, LLC

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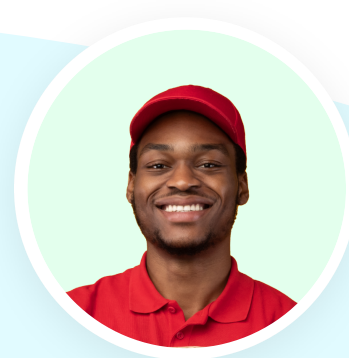
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### 90-Day Employee Retention



## 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



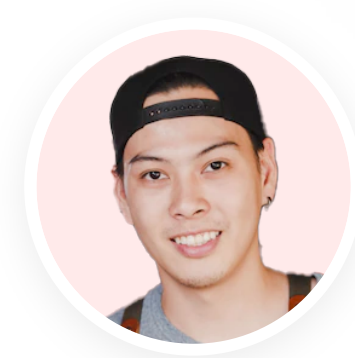
**7.3 Fair match**

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

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