



CASE STUDY / HOSPITALITY

Multi-Brand Pizza Chain Strengthens Employee Retention and Improves Recruiting Process

Softtek helps pizza delivery chain increase hiring efficiency by 70% by streamlining and digitizing the recruitment process.





About the customer

European Multi-Brand Pizza Chain.



45,000
employees.



Over 2,600
fully operating stores.



Present in
40 markets
around the world.



Managing
**4 well-
established**
pizza brands.



100K+
hires per year.



Business challenges

The multi-brand pizza chain service spent an average of 4 hours qualifying and interviewing each applicant for a position. Receiving over 2 million resumes per year, the company saw the need to implement a modern recruitment strategy to adapt to the new generations. The company sought a partner to help with their outdated technology, recruiting and retention processes in order to increase attraction and reduce the attrition rate.

1

Delays caused by manual hiring process.

2

Lack of digital communication, decreasing interest of current employees.

3

150% in staff rotation rate from lack of internal offerings.

4

Complex digital features including website, mobile presence and job page.

5

Outdated payroll process and system to handle large employee headcount.

6

Current hiring process was time consuming for store managers.



How Softtek comes into play

With 98% of the workforce moving towards digital, the multi-brand pizza chain saw the need to build an agile hiring tool to attract new talent and increase employee retention rates. The brand partnered with Softtek to create a multi-touchpoint digital channel consisting of developing a new user interface, automating the first recruitment phase.

Automated the initial selection phase of the hiring process with a chatbot.

Developed user-facing digital web touchpoints including website, mobile page, chatbot and emails.

Created internal channels and mobile applications to increase current employees' sense of belonging.

Transformed and modernized payroll system and employee training.

Digitized signatures for administrative contracts and documentations.

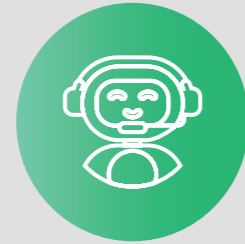




Business impact



Increased hiring processes efficiency by 70% by digitizing recruitment practices



24/7 chatbot to perform initial phase of the review process.



Improved candidate's experience with the brand after replacing outdated methods.



Automation increased store manager efficiency for the first selection phase with a synchronized selection software.



Managed **23K+** payrolls for franchises.



Reduced maintenance cost by centralizing support for corporate systems and sales channels including mobile and web applications





ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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