

RESTAURANT SUCCESS STORY

Five Guys Case Study

Goals

- Engage a wider audience
- Increase applicant capture
- Automate pre-screening and scheduling
- Reduce time to interview

Impact

 **UNDER \$2**
/COST PER INTERVIEW

 **1,076**
APPLICANTS

 **830**
SHARED CANDIDATES

The leading end-to-end A.I. recruiter scales for high growth without requiring additional staffing resources.

A growing, robust economy enables job seekers to be more selective about opportunities, while consumer demand for restaurants was calling for a steadier stream of employees throughout the year. As the Director of Restaurant Operations for the Arkansas region, employing top talent while containing employee turnover is mission-critical to delivering service excellence.

Armed with a simple yet intelligent recruitment automation technology, AllyO was custom-built and deployed within weeks to start capturing and engaging potential candidates across mobile. **By qualifying and scheduling candidates through quick, seamless conversations with virtually zero involvement from Five Guys Burgers and Fries, AllyO has become a powerful tool that scales for hiring growth without additional resources.**

FIVE GUYS® BURGERS and FRIES

Since the first restaurant opened 30 years ago in Arlington, Virginia, Five Guys Burgers and Fries now includes 1,500 locations across North America, Europe, Africa, and the Middle East — with another 1,500 units in development. By maintaining a simple ethos, coupled with the highest quality, the cult-like following continues to grow around the world. For career opportunities, visit [FiveGuys.com/Careers](https://www.fiveguys.com/careers).

"To deliver the level of customer service that drives Five Guys' success, our restaurant operations needed to reclaim the 10-20% of our day spent on performing recruiting routines like reviewing applications, screening candidates, and scheduling interviews. In early 2017, we rolled out AllyO's end-to-end A.I. recruiting software to help engage, qualify, and schedule candidates for our restaurants across Arkansas and Tennessee. Today, we can standby on auto-pilot as qualified, interested applicants walk in for interviews when managers are available."



Sivan Aballi
Director of Operations