

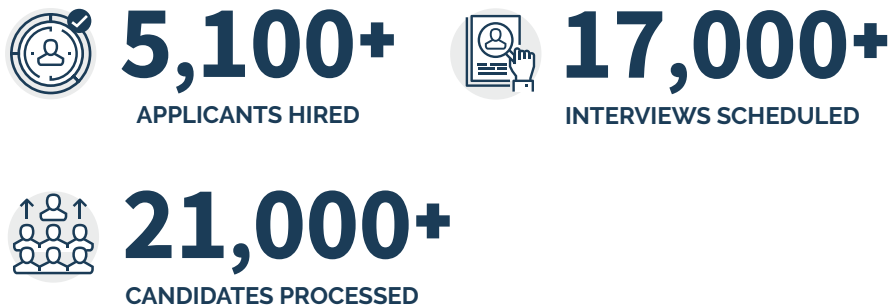
## RESTAURANT SUCCESS STORY

# Maggiano's Little Italy Case Study

### Goal

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

### Impact



### How Maggiano's Little Italy increased applicant capture and reduced time-to-interview with AllyO:

A growing, robust economy was enabling job seekers to be more selective about opportunities, while consumer demand for restaurants was calling for a steadier stream of employees throughout the year. Maggiano's needed an innovative way to combat challenges around talent attraction.

AllyO was custom-built and deployed within weeks to start capturing and engaging potential candidates across mobile and web. By qualifying and scheduling candidates through quick, seamless conversations with virtually zero involvement from the Maggiano's team, **AllyO has become a powerful tool that solves for restaurant managers' never-ending hiring needs while empowering the corporate recruiting team to focus less on administrative tasks and more value-add activities.**

## MAGGIANO'S LITTLE ITALY

Founded in 1991, **Maggiano's** specializes in classic Italian-American cuisine served in a warm and friendly atmosphere. The restaurant chain operates in 51 locations across 22 states, with constantly high-volume hiring needs across various permanent and seasonal roles including busser, host, line cook, server, and banquet sales.

*"AllyO closed 66% of open requisition in 2 weeks and has created an amazing experience for our restaurant. All our applicants first talk with AllyO, and if qualified are directly scheduled with the restaurant"*



**Brooke Burgiel**  
Director of  
PeopleWorks