

# SONIC DRIVE-IN USES HOURWORK TO BUILD BETTER RECRUITMENT & RETENTION STRATEGIES



As part of the Great American Hospitality Sonic Franchise Team, Dustin Riddle has been instrumental in Sonic Drive-In's growth since 2000. He currently oversees 21 stores as Director of Operations (GAH), which includes ownership of market recruitment and retention efforts. **He recently used HourWork to hire 77 employees.**

HourWork provides **real-time, accurate retention insights** that Sonic's leadership teams and franchisees use to analyze any issues and build appropriate strategies to **improve the employee experience**. "Before HourWork, we were mainly focused on what we could get coming in the door from other vendors, and we were left to hope we had applications come in," Dustin said. "We were being reactive. Having HourWork help us reach back out to our past employees and candidates has been invaluable."

Read below for Dustin's key thoughts around partnering with HourWork.

## PROBLEM & SOLUTION



"We had never really gotten a good pulse on our employee feedback. With HourWork, our GMs and managers can now drive more of a training culture. As we get new people in the door, with the feedback we're getting through HourWork's retention suite, we can do a better job in onboarding, training, and development."

## RECRUITMENT



"HourWork gives us a great avenue to pull in both new candidates and people who may have worked or applied with us before. We've been seeing a good return on it. It doesn't take too many good crew members to really turn around your business."

## RETENTION



"We use HourWork's Touchpoints solution to maintain regular check-ins with our people. Before, we didn't have a way of getting that feedback without asking. And we weren't doing that with any consistency. Now, we get great information that helps us make better decisions."

## WHAT IS HOURWORK?

### TARGETED RECRUITMENT

We offer a new, better way to recruit hourly employees and managers in today's understaffed world by re-engaging people you already know – past applicants and former employees to double your applicant flow.

### PEOPLE-FIRST RETENTION

We help you retain by figuring out what matters most to your employees through our automated check-ins so you can build employee loyalty and increase retention by over 30%.

FIND OUT WHY HOURWORK IS IN 6,000+ QSR RESTAURANTS:

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