



# WE BEEFED UP THEIR HIRING STRATEGY

**“We found that SnagAJob candidates were of a higher quality and stayed on the job longer. It provided managers with applications for typically difficult positions... it was pleasant to see the level of outstanding service their team provided... We have moved forward with SnagAJob.com, and they are now part of our recruiting ‘arsenal’.”**

Jerry DiGenova  
Vice President of Human Resources  
Carrols Restaurant Group, Inc.

## Meet our client

Carrols Corporation is a major player in the quick-service and quick-casual restaurant industry. One of the largest restaurant companies in the United States, Carrols is also one of the largest Burger King franchisees with 500 locations.

## Here’s the problem

Because of its size, Carrols’ hourly hiring needs were enormous. Carrols employs more than 10,000 people in its Burger King restaurants alone. But the company was having difficulty finding qualified candidates; walk-in applicants just weren’t up to par. Not only that, but certain shifts were perennially short-staffed.

## Here’s how we helped

We built a prominent online hiring presence for Carrols, including spotlights on our homepage, and gave them the ability to screen all online applications.

## Here’s what happened

More applications came in for each position from qualified candidates. Instead of hiring whomever happened to walk in, managers could have their pick of applicants. Managers also raved about the ability to screen applications and review them online. The results: hard-to-fill shifts are fully staffed and the people hired through SnagAJob have proven to be superior employees.

