

# A Hiring Process That Delivers

How a Papa John's franchisee turned applications into conversations and made 70% more hires with the Carri conversational agent.

## Challenges

A large Papa John's franchise was up against some of the toughest hospitality recruiting obstacles.

Management found themselves facing:

- Job postings getting lost in crowded job boards for similar positions
- Losing candidates due to long application screening times
- Candidates "ghosting" interviews or follow-ups
- High-quality candidates getting buried within large volumes of applications

## The Solution: Meet Carri

Then the franchise introduced Carri. The Carri conversational agent answers employment-related questions, accepts applications, screens candidates, and schedules interviews in real time.

After a pilot program and comparison, the data was clear: With Carri, applications went up, ghosting went down, and quality hires significantly increased.

## A Pilot Program With Carri

"Carri is a prime example of our passion at Harri for building technologies that empower operators to be more efficient and effective. In today's challenging labor market, sifting through applications, identifying qualified candidates, and playing the interview coordination game is a full-time job – and the more time it takes, the more good candidates you lose. Let Carri save valuable time by assisting your hiring managers with the recruitment process around the clock, allowing your people to focus on the day-to-day demands of the operation."

– Luke Fryer, CEO, Harri

### **Carri: The Employer-branded Application Ambassador**

Carri acted as a conversational ambassador and real-time bridge between hiring managers and applicants.

### **Customized Applications for Better Local Candidates**

With new power to customize application questions or content by location and role, the franchise could ensure they were attracting the right candidates, with the right skills, in the right role, at the right time in the candidate's journey.

### **Alleviate the Pain Points of Traditional Assessment Tools**

Carri's next-generation assessment capabilities reduce friction for today's job seekers. Minimize the noise with a lower number of unqualified candidates and increase both the quantity and quality of qualified candidates.

## A Game-changing Tool Built for Today's Hospitality Teams

Candidates were able to text, scan, or message across multiple channels to apply and communicate instantly, removing friction and making the application process easier and more flexible. And with Carri, **100% of applicants were intelligently screened in real time.** That meant management no longer had to spend hours playing phone tag with applicants. **Carri auto-scheduled interviews with candidates who passed the screen and sent friendly, branded communications to those who didn't.** This lowered admin time, reduced time to hire, and increased application-to-hire ratios.

## Fewer Candidates "Ghosting" Interviews

With Carri, the franchise experienced an over 85% interview show rate. Through Carri's booking and logistics capabilities, interviews became simpler and more effective to schedule, reducing the number of "no-show" interviews. And automated, sequential messaging within the chat helped managers get insight into quality candidates faster.

## More Candidate Conversations, Less Lift for Managers

Post-interview, Carri was able to gather feedback from candidates and guide them to the next steps, as well as maintain engagement and optimize your hiring process.

# Carri Works Better Than Job Boards Alone

## Results by the Numbers

In just 30 days with Carri, this franchisee experienced:

# 23.36%

increase in the amount of applicants

# 34%

more qualified candidates invited to interview



An upgraded pool of applicants to select from thanks to Carri's automated screening (up 34%) and skipping (up 22%) capabilities

# 85%+

interview show rate; no more ghosting due to the experience offered and the automated reminders delivered

## Key Takeaways

**100% of applicants who engage with Carri are screened in real time.**

Talent is never lost due to the time and administrative burden required to screen applications/resumes.

**Job boards yield application quantity but not quality.** Around 1% of those who apply are hired and less than 5% of those interviewed are hired.

**Keeping job seekers offline and off job boards and getting them to interact with your brand as an employer directly** (in person/via SMS) yields application-to-hire ratios that point north of 40% – in-store advertising via QR codes support this initiative.

**Carri drives efficiency and effectiveness at a fraction of the labor costs it would take to achieve these results manually. Focus on your best, #CarriCan handle the rest.**

# harri

Add Carri to your hiring process and transform the way you hire.

Learn more at <https://harri.com/carri-chat-and-apply/> or email [sales@harri.com](mailto:sales@harri.com).