

Cutting Cost Per Hire:

Leveraging Automation
in Frontline Recruiting

As the cost per hire for frontline employees in the retail and restaurant industries continues to rise, recruiters and talent acquisition managers need to find a more efficient way to hire the right candidates.

By leveraging HR technology, like recruitment automation platforms, recruiters and talent acquisition managers can reduce the cost per hire while also streamlining each of the recruiting stages. Let's explore how recruitment automation has revolutionized frontline hiring today.



Why is frontline recruiting so expensive?

It requires significant time and effort to find and screen a large number of candidates for hourly positions. While the interview process usually requires fewer steps than knowledge worker hiring, the sheer number of times the process is repeated is where costs add up.

There are several key elements of the hiring process that contribute to a high cost per hire:





> Manual recruiting processes

In industries that are frontline employee dependent, like retail and restaurants, it's common for organizations to rely more heavily on traditional recruiting methods to attract and hire hourly candidates.

The traditional methods of recruitment, such as job fairs, advertising on job boards, and attending career fairs, **can add up quickly. Not only are these channels for talent attraction more expensive than digital outlets, but traditional recruitment processes are also more time-consuming.** Manual tasks like screening applications, scheduling interviews, and collecting new employee documents increase the time to fill and, thus cost per candidate.



> Prevalence of applicant drop-off

Another contributing factor to the high cost per hire in frontline industries is the rate of applicant drop-off.

Research shows that of:



▶ **100 candidates** who begin an application via desktop, **only 8 complete the application**



▶ On mobile, only **1.5 of 100 potential candidates completed the application**



▶ of the candidate pool for frontline roles are made up by **mobile applicants**



> Candidate (and employer) ghosting

Candidate ghosting is increasingly becoming a pain point for recruiters. Not only is ghosting frustrating for recruiters, but it is also costly.



▶ of employers have been ghosted



▶ of job seekers have been ghosted by a prospective employer

Unfortunately, regardless of who leaves the other unanswered, all the time and resources that have been invested in the candidate still increase the overall cost per hire.



> High employee turnover

In frontline-dependent industries, like retail and restaurants, the turnover rate can be as high as 82%. So, the time and funds spent on gaining a new employee are often quickly lost. In fact, **the average cost of turnover is \$1,500 per hourly employee**. This might not seem like a lot on the surface, but when organizations multiply those losses by the hundreds if not thousands of hourly roles to be filled, it quickly adds up.

While some of these contributing elements are unavoidable in some instances, **there are many situations where they can be lessened or completely eliminated**.

Luckily, today, recruiters have access to more systems than ever to help streamline and support better, more efficient hiring processes. Let's explore how automation can help reduce cost per hire and address these pain points many high-volume hiring teams are currently facing.

Reducing cost per hire with recruitment automation

It's not a secret that automation has benefitted businesses worldwide. From mobile point-of-sale (POS) systems and QR code menus to self-service kiosks and inventory management software, organizations have saved time and resources by leveraging the power of automation in various areas of their operations.

Similarly, **recruitment automation platforms are changing the way frontline hiring teams complete their tasks and compete in the ever-competitive frontline recruiting market.**

One such recruitment automation platform is **Emi**.

Talent acquisition teams at leading frontline employers, like **Walmart, Burger King, KFC, and Heineken**, have seen a decrease in cost per hire because Emi:



Automates screening processes to allow for a more targeted selection of candidates, reducing the time spent on unqualified applicants



Allows 24/7 candidate communication with its virtual assistant, reducing candidate and employer ghosting



Eliminates administrative tasks like interview scheduling, freeing up recruiters and hiring managers to focus on value-adding tasks instead of operational ones



Analyzes data across locations, providing insight and allowing for continuous process improvement and cost reduction

There are, of course, additional benefits to adopting recruitment automation, including reducing recruiter burnout, decreasing the length of the process (decreasing time to fill, time to hire, and time to first interview), and improving the candidate experience.

By utilizing a recruitment automation platform, companies can reduce the time and money spent on hiring, improve the candidate experience, and ultimately reduce the cost per hire of frontline employees in retail and restaurant industries.



Now, let's explore a real-world example.



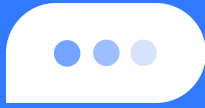
Alsea, the multi-restaurant operator, cuts cost per hire by 70%

See how Alsea, one of the largest food service companies in its district, has an operating portfolio that includes **Domino's Pizza, Burger King, Chili's, The Cheesecake Factory, Starbucks, VIPS, Italianni's, and P.F. Chang's**, dramatically reduced their cost per hire by 70% with Emi's frontline recruitment automation platform.



reduction in cost per
hire by leveraging Emi

[Read Alsea's story](#)



See Emi in action

Emi, the frontline recruitment automation platform, has helped companies like yours slash their time to fill, delivering a better, faster experience for candidates and hiring teams.

The largest global brands, like **Walmart, Burger King, KFC, and Heineken**, trust Emi to automatically screen thousands of applications, streamline the interviewing process, and personalize every interaction for a quality candidate experience.

> Schedule your custom demo with our Emi experts today.

[Request a demo](#)



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