



GORDON
BIERSCH
BREWERY RESTAURANT

J. ALEXANDER'S
RESTAURANT

LOGAN'S
ROADHOUSE

OLD CHICAGO
PIZZA + TAPROOM

SPB Hospitality Sees 40% Higher Apply Rate by Utilizing ZipRecruiter Apply

HIGHLIGHTS

- Achieved 20% lower CPAs than industry standard
- Leverage ZipRecruiter as primary recruitment tool
- Hired Restaurant Managers, Servers, Cooks, Bartenders and more!

BACKGROUND

SPB Hospitality is the leading operator and franchisor of full-service dining restaurants, including Logan's Roadhouse, Old Chicago Pizza & Taproom, and J. Alexander's. They strive to build communities by creating memorable experiences for every guest through food and drink.

CHALLENGE

To support new restaurant openings and increased business demand, SPB needed a constant flow of candidates to fill over 18,000 roles annually. High competition for talent in the hospitality industry drove SPB to seek ways to reduce friction in the application process and ultimately deliver the necessary volume of applicants. Natalie Luke, HR Director at SPB Hospitality says, "When you don't have that constant flow of quality candidates, it can really affect sales and guest experience. Our guests are our top priority, so fully staffed restaurants are essential."

SOLUTION

SPB partnered with ZipRecruiter to increase applicant traffic. The one-click, ZipRecruiter Apply feature significantly increased both the volume of candidates and the number of hires.

In addition, the level of customer service SPB received from the ZipRecruiter team was unlike any other tool they utilize, allowing them to save recruitment hours. From quick turnarounds to hands-on campaign management and strategic optimizations, ZipRecruiter made it very easy for SPB to spend more of their time focusing on hiring.

RESULTS

By utilizing ZipRecruiter Apply and reducing friction in their application process, SPB saw a 40% increase in apply rates and notable improvement in candidate quality. SPB has been able to eliminate other tools that were not delivering, and now rely on ZipRecruiter as a primary recruitment source to support company growth.

“ZipRecruiter has been critical to increasing our apply and hire rates by decreasing friction for candidates. Their dedicated customer success team also makes recommendations to shift our spend and optimize our hiring campaigns to drive increased success.

Natalie Luke, Director, Human Resources, SPB Hospitality

*Users' experience may not be typical. Results May Vary

Learn more at [ZipRecruiter.com/Enterprise](https://www.ziprecruiter.com/Enterprise)