

# MCDONALD'S USES HOURWORK TO BUILD BETTER RECRUITMENT & RETENTION STRATEGIES



Serving Michigan since 1961 across 4 generations of the Shulz family, LLS & MAS, Inc. is a successful McDonald's franchisee group with 36 locations across Michigan. Tabitha VanNocker is their longtime Area Supervisor and McDonald's People Lead and has played a major role in its growth. She says **HourWork** has "helped us see the big picture that we weren't seeing before."

HourWork provides **real-time, accurate retention insights** that the LLS & MAS, Inc. leadership team uses to analyze any issues and build appropriate strategies to **improve the employee experience**. "HourWork has helped us learn a lot of things about our team," she said. "We found out what was and wasn't working in our restaurants and were able to adjust accordingly." As the group's primary recruitment and retention provider, VanNocker calls HourWork an 'invaluable' partner. "Everyone on the HourWork team is genuine, friendly, and responsive. They really care about what's going on in our restaurants."

## PROBLEM & SOLUTION



"HourWork allows us to correct people issues sooner. They show us patterns in our stores so we can fix issues and replicate the things we are doing well for our people. We weren't seeing the entire picture before. HourWork helps us see it now."

## RECRUITMENT



"We use HourWork's recruitment solution at all 36 restaurants and we have seen a lot of success attracting very qualified candidates. With other recruitment methods like social media, it's hard to maintain and target the right people. Nothing has worked as well as HourWork."

## RETENTION



"We use HourWork's Touchpoints solution to maintain regular check-ins with our people and understand challenges they're facing. We're able to pay more attention to what's going on in their lives and focus on their work-life balance."

## 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 30%**.

FIND OUT WHY HOURWORK IS IN 6,000+ QSR RESTAURANTS & 29% OF ALL MCDONALD'S.

**BOOK YOUR DEMO TODAY:**

[www.hourwork.com](http://www.hourwork.com)

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