

Using Sprockets to Make Better Hires and Reduce Costly Turnover

A SUCCESSFUL PILOT PROGRAM WITH A MCDONALD'S FRANCHISEE



+



PROBLEM

The average McDonald's, with 50 hourly employees, will lose \$387,024 each year due to employee turnover.

Hiring managers don't have access to the data needed to make informed hiring decisions, such as insights on mental makeup characteristics.

Owners and human resources professionals are busy, leaving little time to assist with every single step of hiring a new employee. This leaves GMs and other hiring managers without the support needed to make great hires



The average McDonald's experiences 132% annual turnover, with many franchisees over 200%.



Poor screening leads to endless hours of waste. 83% of employers report being "ghosted" by applicants and new hires.



Bad employees treat your customers poorly. The #2 reason people leave restaurants is due to bad customer service.



It costs \$5864 to replace an hourly crew member. This is attributed to acquisition costs, training resources, and more.

CASE STUDY DETAILS

Sprockets analyzed the top performing crew members at four McDonald's locations to build tailored benchmarks that accurately predicted turnover and performance over a 90-day pilot program. Despite the locations' close proximity, Sprockets determined that each location had significantly different success factors. The following data includes actual results from the engagement, but the names of applicants and top performers will be changed to protect confidentiality.

MYTH

All hourly workers require the same characteristics to be successful at McDonald's.

FACT:

Every McDonald's location and workforce is vastly different with equally different success factors. Success at one location does not guarantee success at another.

FACTORS THAT IMPACT AN EMPLOYEE'S SUCCESS AT A MCDONALD'S LOCATION

- ✓ MANAGEMENT STYLE
- ✓ CUSTOMER BASE
- ✓ CO-WORKERS
- ✓ PAY
- ✓ HOURS
- ✓ CULTURE
- ✓ LOCATION

CONCLUSION #1

Every location had tremendously different success factors that require equally different applicants.

Sprockets learned the shared characteristics of McTribe's top performers using 55 needs, values, and personality traits. As one can see from the Figure 8A, there was little to no similarities between the locations. The data was conclusive: every location had a vastly different Success Profile.

Many factors contribute to differences in work culture and productivity. Franchisees that hire based on "what's working" versus "what I think will work" experience significantly less turnover, hiring headaches, and poor customer service.

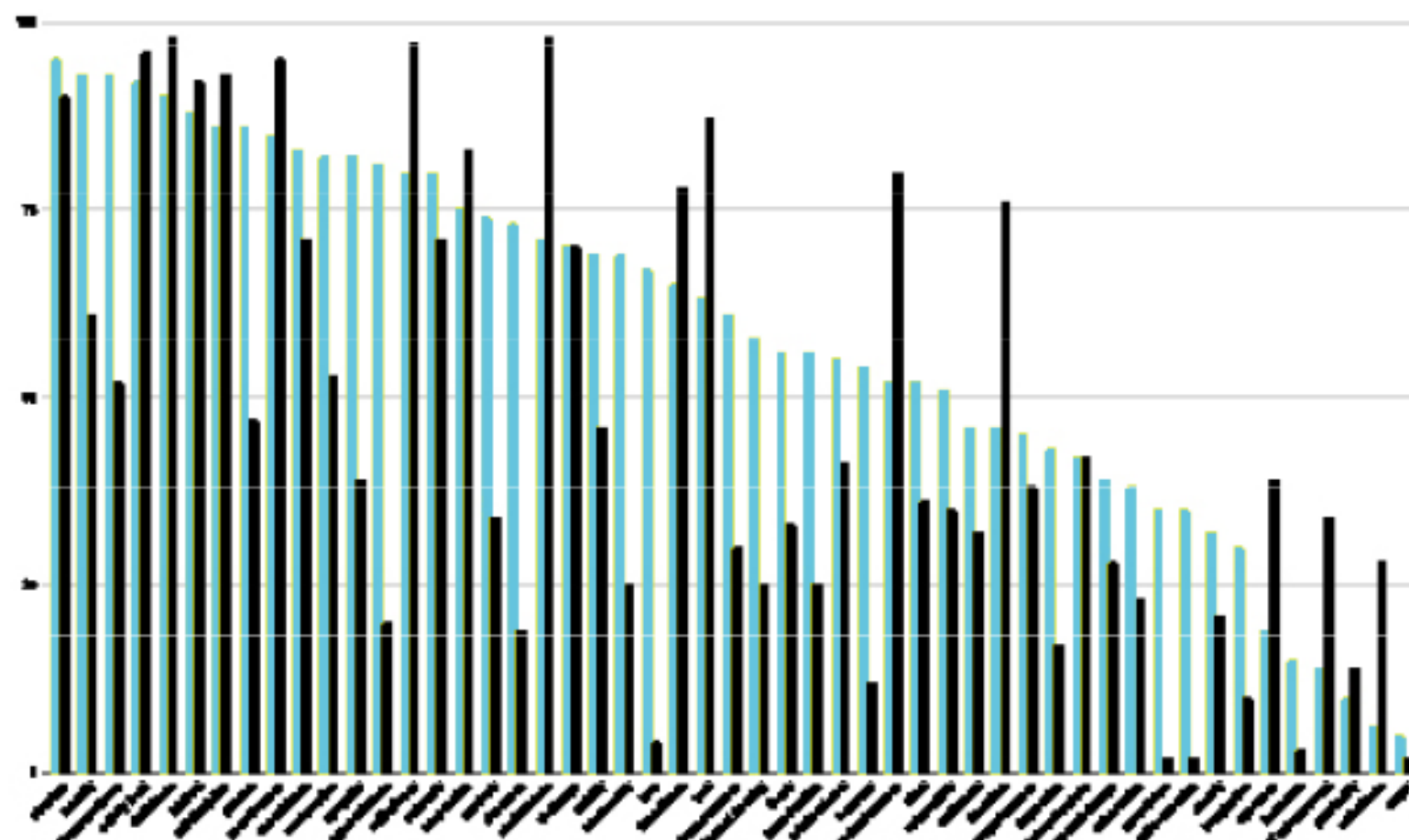
LEXINGTON, KY

516,697 residents
\$49,778 median HH
income
18.9% below
poverty line

SOMERSET, KY

11,196 residents
\$22,362 median HH
income
22.1% below
poverty line

LEXINGTON, KY SOMERSET, KY

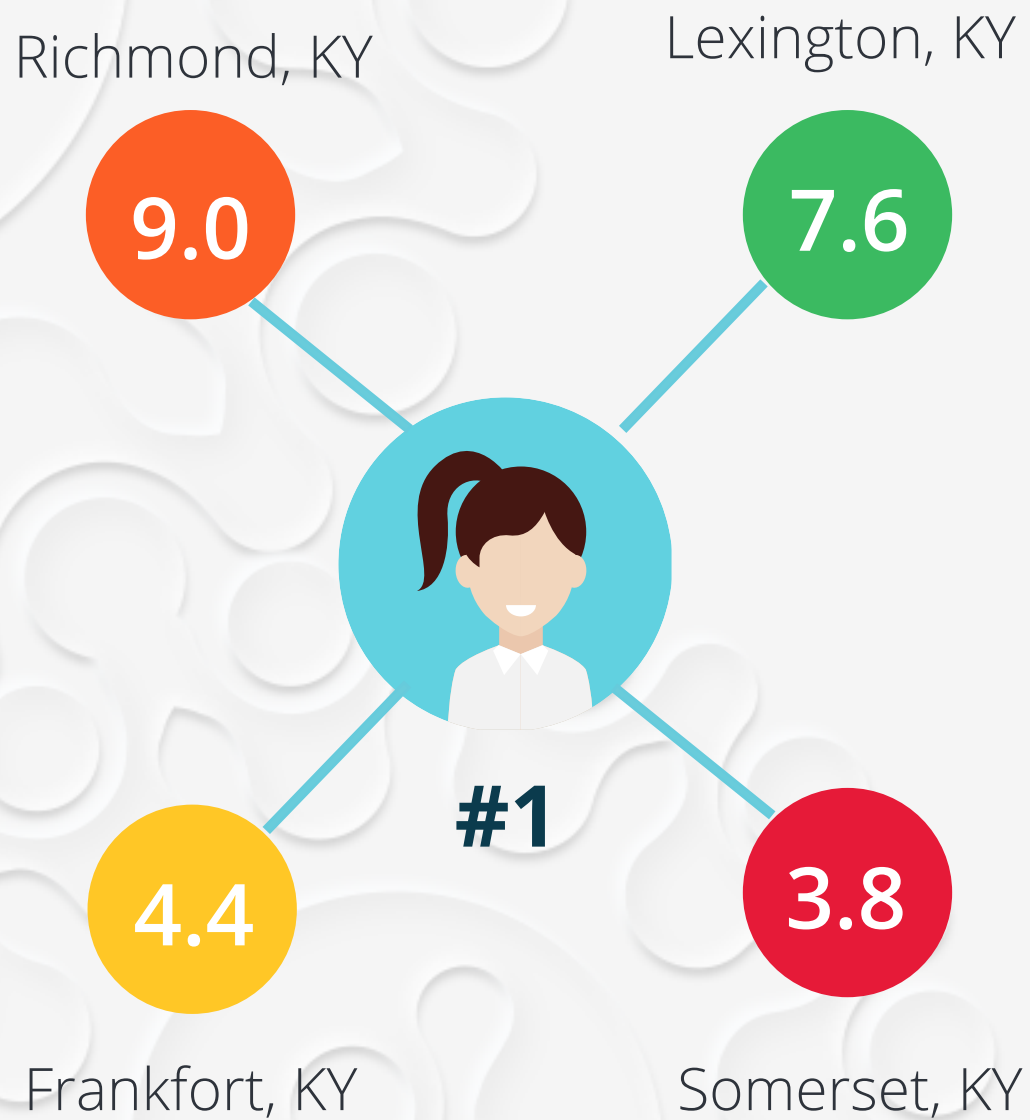


[FIGURE 8A]

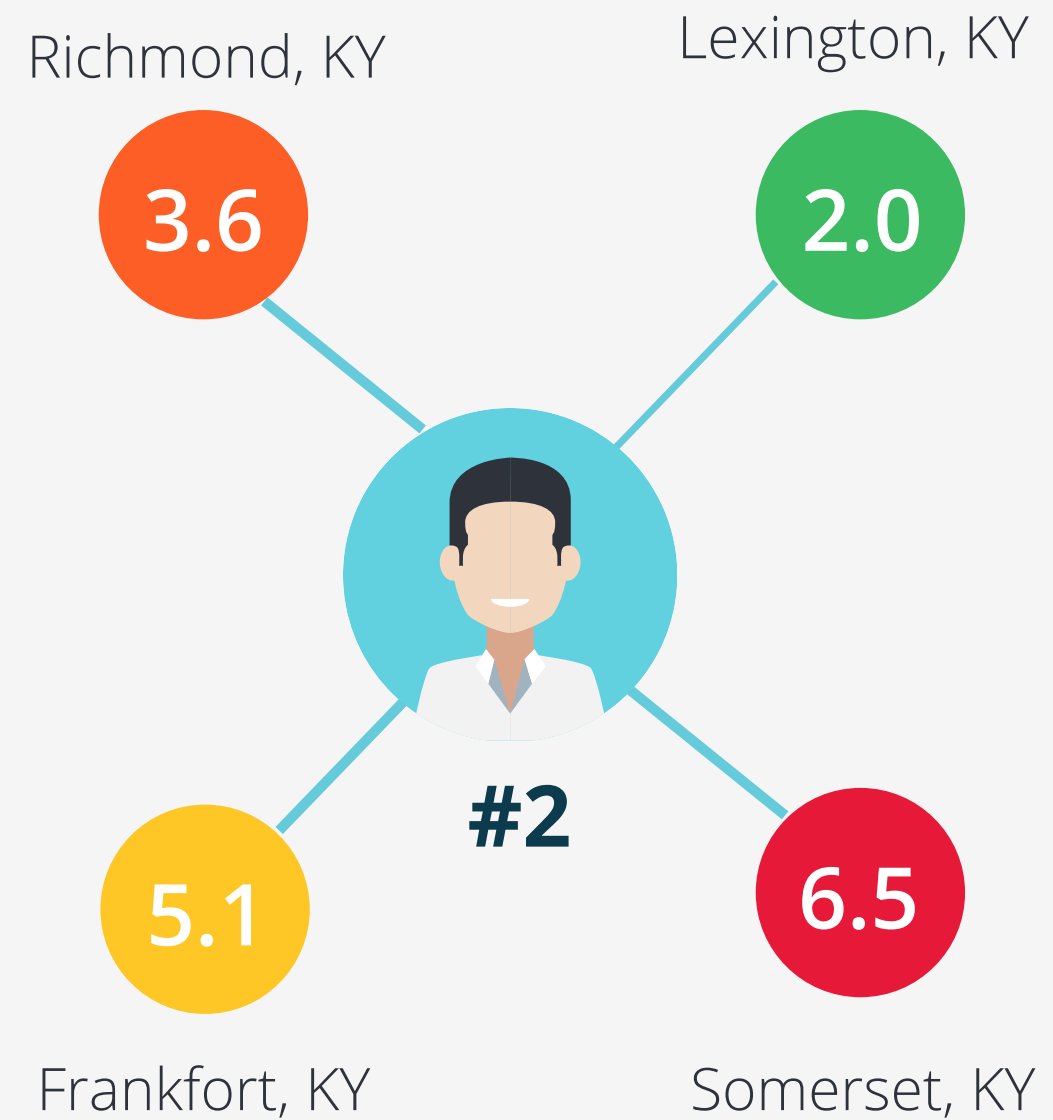
CONCLUSION #2

An applicant will perform differently based on where they are hired.

A franchisee with multiple locations must understand the differences between their independent workforces. Figures 1B and 1C show two applicants. Their scores varied dramatically. Scores spanned 2.0 to 9.0 from location to location. Franchisees must hire applicants that fit their individual locations to prevent unnecessary employee turnover.



[FIGURE 11B]



[FIGURE 3Z]

CONCLUSION #3

Sprockets determined the most important traits to look for in an applicant for managers to use in the hiring process.

General managers oftentimes rely on their “gut” to make a hiring decision. For the first time, hiring managers had access to scientific reports to help guide interview questions and hiring decisions.

“I do like the diagram it has with their areas of strength and opportunity.”

- GM

“The scores seem to match personalities and performance.”

- GM

TOP TRAITS

Location 1

1. Intellect
2. Dutifulness
3. Assertiveness
4. Activity Level

Location 2

1. Achievement-Striving
2. Structure
3. Morality
4. Self-Transcendence

Location 3

1. Cheerfulness
2. Self-Discipline
3. Structure
4. Friendliness

Location 4

1. Cautiousness
2. Dutifulness
3. Self-Efficacy
4. Achievement-Striving

“The scores seem to match personalities and performance.”

McDonald's GM

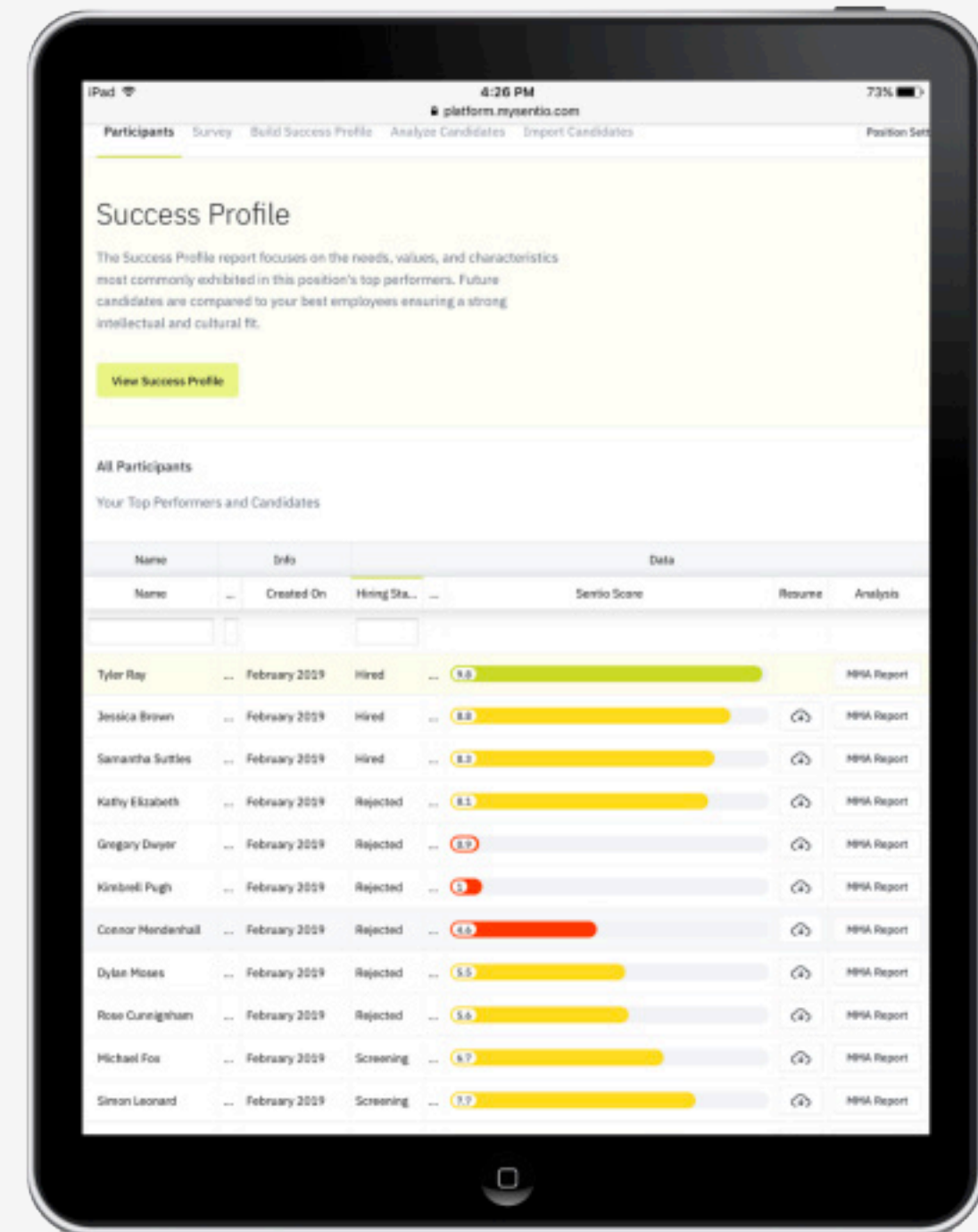
CONCLUSION #4

Sprockets provides hiring managers the mental makeup data needed to make informed hiring decisions.

Without Sprockets, it's difficult for any hiring manager to make informed hiring decisions, including the following:

- 1) Measure every attribute during the screening process
- 2) Determine if it matches up with their top performers. Sprockets streamlines the hiring process with easy-to-read reports and insights.

As seen on the right, Sprockets shows hiring managers which applicants are likely to be successful and which are most likely to fail.



CONCLUSION #5

The managers appreciated the reports and would like to continue.

Sprockets provided 24/7 support via in-app message, a comprehensive knowledge base, email, and phone for each of the managers. It was a privilege to work with McTribe and we're looking forward to continuing our relationship at a larger scale.

"I really like the idea of this."

McDonald's GM

"I do like the new platform...
it's a great tool to have."

McDonald's GM

CONCLUSIONS

- ✔ Every location had tremendously different success factors that required equally different applicants.
- ✔ An applicant will perform differently based on where they are hired.
 - ✔ Sprockets determined the most important traits to look for in an applicant for managers to use in the hiring process.
- ✔ Sprockets provides hiring managers the mental makeup data needed to make informed hiring decisions.
 - ✔ The managers appreciated the reports and would like to continue.

Contact Us

Learn how Sprockets can help you
achieve these same great results.



www.sprockets.ai



(843) 732-3517



info@sprockets.ai