Turas Group automates hiring to decrease time-to-hire from 2 weeks to 3 days

fountain | **TURAS**
Redeeming The People Business.

Fountain introduced automation and created a single hub for efficiently serving applicants at high volumes

2 weeks

Time to implement Fountain

1600:1

Applicant-to-recruiter ratio

3 days

Time-to-hire, down from 2 weeks

About Turas Group

Turas Group is a staffing agency that works with food and beverage, technology, healthcare, and hospitality industries.

Offices: North Carolina, USA
Industry: Staffing and Recruiting

Turas Group is a staffing agency that works with franchisees of major restaurant brands, including more than 20 Chick-fil-A locations. Turas Group helps franchisees source, recruit, and hire staff for each of their locations.

Managing incoming applicants from the different Chick-fil-A locations and communicating with applicants were the group's biggest hiring pain points. Given the volume of applicants, manually monitoring these processes was not possible.

Each franchisee uses their own applicant tracking system (ATS) to keep track of incoming applicants. Before Fountain, Turas Group had to log into each ATS, extract applicant information, and follow up with each candidate manually, which was slow, inefficient, and provided no clear visibility for the agency. As a result, it took the agency up to two weeks to respond to qualified candidates, and their small franchisees couldn't afford to have a partially staffed team.

Fountain helps automate key recruiting processes

Within two weeks of adopting Fountain's high volume hiring solution, Turas Group saw drastic changes. First, they used Fountain's software to connect to each of the franchisee's ATSes and pull all the applicant data into one, seamless dashboard. Thanks to this automation, Turas Group has one, single place to see candidate information for all Chick-fil-A locations they serve.

Second, they were able to send automated SMS messages to all qualified applicants, enabling immediate engagement with applicants without involving manual action.

Having an automated process made it easier for Turas Group to engage with thousands of candidates at once. This helped Chick-fil-A franchises not only find the best workers for open positions across all locations, but also shorten the number of days it takes to send an offer, from two weeks to just three days.

Within 4 months of using Fountain, Turas Group communicated with more than 10,000 applicants and filled more than 200 positions, while bringing the average time-to-offer from 2 weeks down to 3 days.

Turas Group's small hiring team is now able to process nearly 1,600 applicants per staffing agent. With such a dramatic jump in efficiency, no additional investments are required to expand the Turas Group team. Instead, they can focus on building upon this foundation and looking at other areas of improvement, such as new, scalable sourcing methods and creating a superior candidate experience.

About Fountain

Fountain's high volume hiring platform empowers global enterprises to find the right people through smart, fast, and seamless recruiting. Automated and customizable processes save time for recruitment teams, while end-to-end integrations facilitate seamless data flow and advanced analytics enable data-driven decisions that scale with hiring needs.