



All the ingredients for success

Kentucky Fried Chicken (KFC) is a subsidiary of Yum! Brands, a restaurant company that also owns popular brands such as Pizza Hut and Taco Bell. KFC needed a platform to help them recruit at scale, while delivering a great experience to candidates, who are often customers.

Since using TribePad they have seen KFC has increased the number and quality of candidates applying for vacancies.

- The world's second largest restaurant with almost 20,000 locations globally
- In the UK alone, KFC employs approximately 24,000 people in 850 restaurants

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 **TribePad**

reaching talent through tech



The challenge

KFC's recruitment team faced many challenges with their ATS. It was causing a poor candidate experience on mobile devices, couldn't send job alerts to candidates and had no social integrations.

Their frustrations were:

- Lack of talent pools, making it hard to find existing candidates
- Time wasted on administrative and repetitive tasks
- Inability to personalise job & email templates, to improve brand messaging
- Poor reporting made it hard to track recruiter performance & job board ROI

Our solution

Talent pooling

Enables recruiters to locate talent quicker and easier, plus maintain the levels of engagement with candidates until placed in a future role.

MIS/Insights

Centralised reporting system allows managers to track recruiter performance, whilst identifying the return on investment from job boards.

Groups and communities

Candidates have the ability to engage with recruiters and other candidates. Recruiters can use these communities to share information such as careers fairs, new vacancies or even insights into the company.

Templates

TribePad gives recruiters the ability to use and personalise templates for questionnaires and job listings, improving the brand image and messaging.

Social media integration

Candidates have the ability to register for an account using their social media profiles. This improves the application process from the start, auto-filling information such as their name, email address and age.

“We have an amazing relationship with TribePad. They're extremely efficient, reliable and are a friendly and approachable team. The training we've received has been great too. We love having face to face meetings and how we're kept up to date with new feature releases.”

Rick Holt, Operations Talent Lead, KFC

To read our full client testimonial or see more case studies visit: tribepad.com/case-studies

