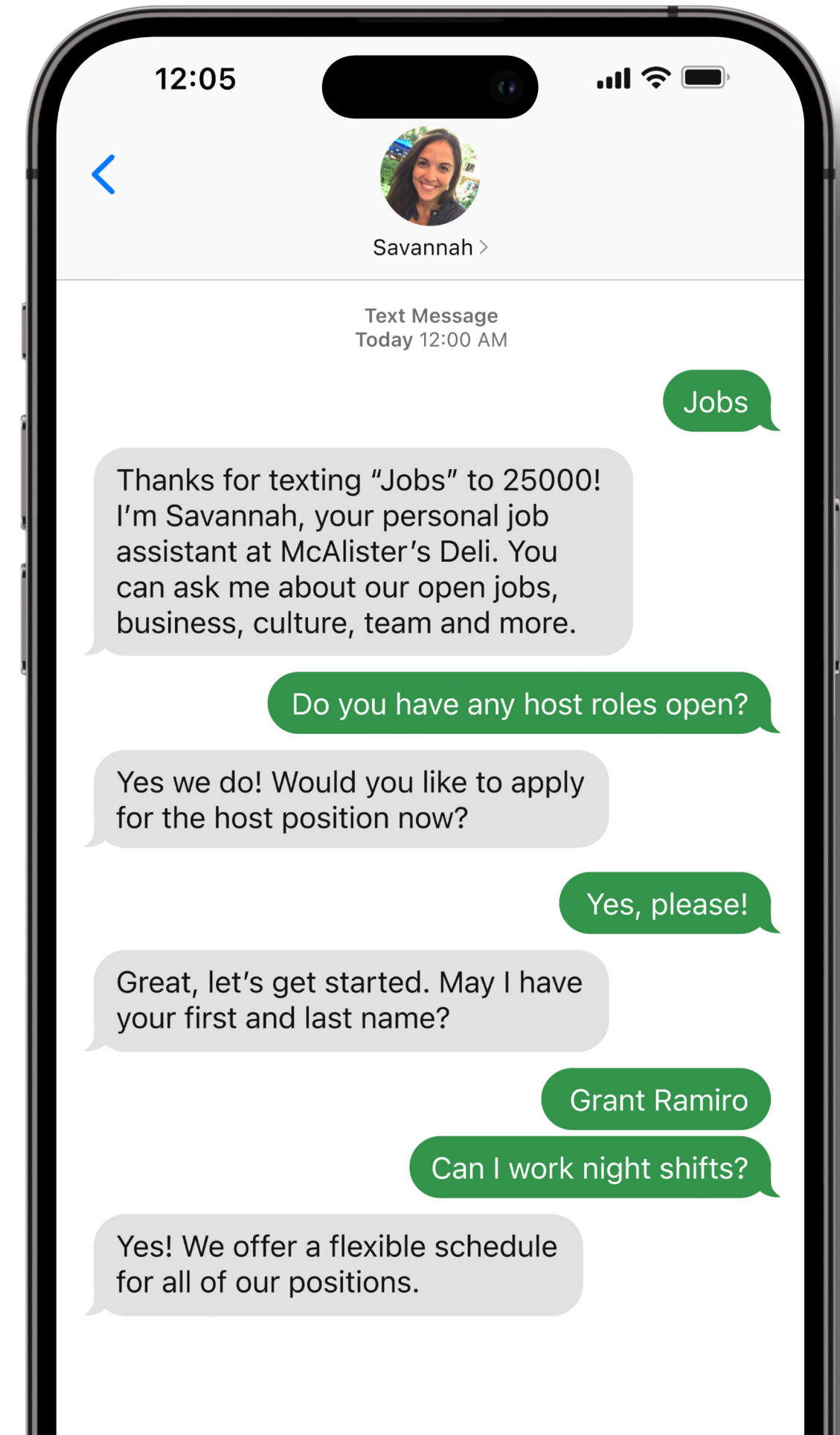




\$840,000 saved with recruiting automation.

The story of how this 150+ restaurant group saved hundreds of thousands on job advertising with our Conversational ATS.



About the client.



**Courtney
Dempsey**

 Director of Digital
Recruitment

 Southern Rock
Restaurants

Courtney joined the Southern Rock Restaurants team in 2021 and quickly became an expert on hiring platforms and market analytics. She quickly transitioned into her current role as Director of Digital Recruitment, where she is responsible for hourly and management hiring across McAlister's

Delis in 13 states. Southern Rock Restaurants was recognized by the Franchise Times as the Franchisee of the Year for 2021 as well as the 70th Franchisee in the Nation in 2021. Courtney's goal is to improve staffing levels and candidate experience across all locations.

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To best serve candidates and customers at McAlister's Delis, Southern Rock Restaurants had to change the way they hired.



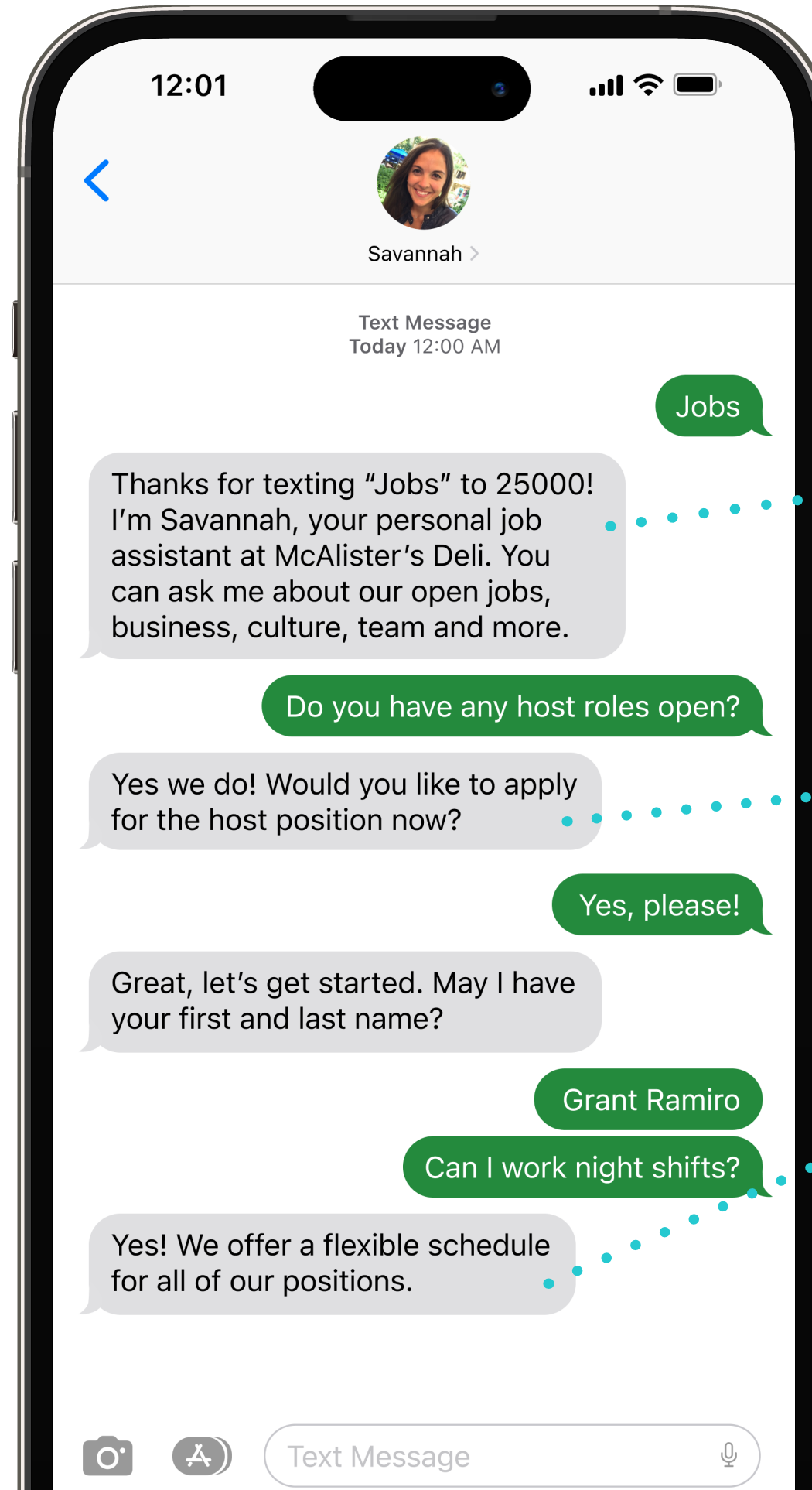
Southern Rock Restaurants was facing a hiring bottleneck.

Specifically, the franchise group that owns over 150 McAlister's Deli locations wasn't interviewing candidates at the scale that they needed to. Because they centralize recruiting for all their locations, it's essentially a "one-person recruiting department." A fully automated

and streamlined process was much needed. Additionally, they were spending a lot of money seeking candidates, but not seeing a positive ROI. To optimize their hiring, they decided to leverage cutting-edge technology, optimizing their usage of Indeed and Glassdoor.

This is what their solution looks like.

Their Conversational ATS is driven by an AI assistant named Savannah. Savannah takes the administrative burden off the Southern Rock team, engaging candidates and answering questions while automatically handling the screening and scheduling process.



Capturing candidates.

Savannah will automatically engage with candidates, regardless of when they open the conversation. 24/7.

Job search.

Within the conversation, Savannah will serve candidates roles that are best fit per their experience.

Candidate Q&A.

Candidates are able to ask questions about the company or role, and Savannah offers immediate answers.

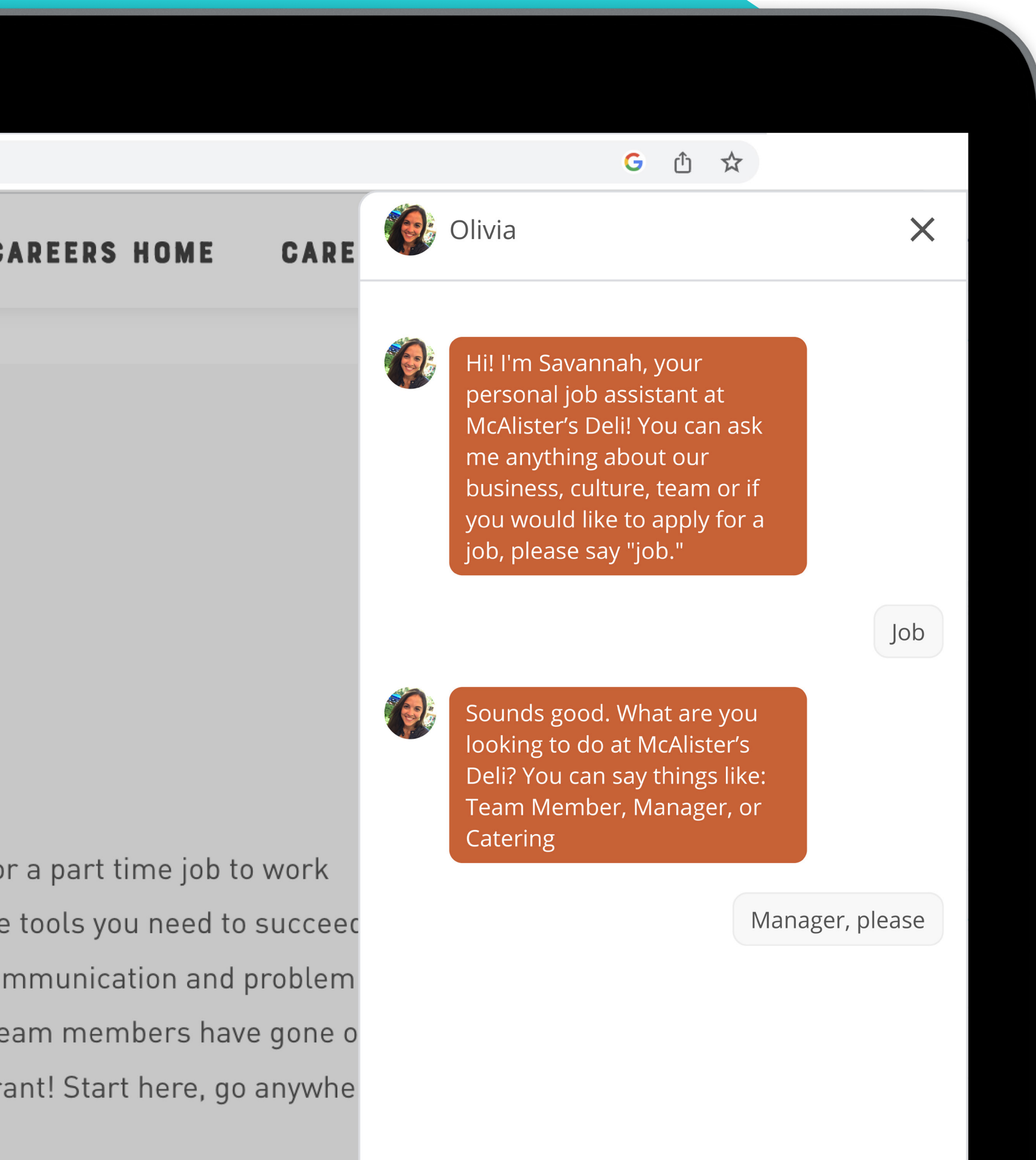
It drastically reduced candidate drop-off.

Through conversational AI, Southern Rock provides a high-touch candidate experience.

Southern Rock Restaurants turned to Paradox to help fix their hiring issues. With Savannah, the franchise groups automatically screen applicants with questions via text message to determine the positions and shift(s) the applicants are applying for. Since Savannah provides answers in real time, applicants remain engaged in

the application process, reducing drop-off. This improved hiring experience also extends to interview scheduling, something Savannah handles automatically, 24/7. Candidates love the experience too, resulting in a **30% decrease in interview no-shows** since Savannah's implementation in 2021.





Candidate engagement, around the clock.

Hiring managers don't have time to talk to candidates 24/7. With Savannah, candidates can apply at any time throughout the day. Savannah has scheduled 1,700 interviews between the hours of 6:00 PM and 10:00 AM.

Automation scaling for results.

Savannah has helped Southern Rock reduce their spend on career sites while simultaneously increasing the amount of their applicants.



With conversational software, they saw:

60%

reduction in turnover.

70%

reduction in paid
advertising spend.

50K+

increase in applicant flow.

\$70K

cost savings monthly.



Savannah's impact on ROI.

Southern Rock used to spend \$65K a month on Indeed, but only received <1K applicants in return. With Savannah, they're receiving 42K applicants a month, while only spending \$6K.



**candidate application
completion rate with Savannah.**



We make hiring simple.

Our mission is to give everyone an assistant to get recruiting work done — freeing people up to spend time with people, not software. We've built the world's leading conversational recruiting platform that's simplifying hiring through automation with a human touch.

[Learn more](#)

