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“The prescreen questions and scores has substantially reduced the time it takes my managers to go through resumes, call candidates and make job offers!”

Awesome Donut

Case Study



Company Overview

- Awesome Doughnut is a franchisee group that owns and operates Krispy Kreme Doughnut locations. They currently serve as the exclusive franchisee of Krispy Kreme Doughnuts in Southern California with 19 locations and growing.
- In 2018, they entered a joint venture partnership with Krispy Kreme Doughnut to become Awesome Doughnut with the aim to further develop their operations in Southern California.
- Before CareerPlug, Awesome Doughnut locations used a variety of methods to attract applicants including job fairs, having candidates email or fax resumes, and posting now hiring signs.

Their Challenge

- While Awesome Doughnut locations had experimented with different options for hiring, they struggled to create consistency. Awesome Doughnut found it difficult to track their hiring process to see if their efforts were working.
- For Awesome Doughnut’s HR team, they needed a way to track manager activity to ensure managers were active in the hiring process. Many managers also spent significant time going through resumes.
- Awesome Doughnut needed a system that would help their managers easily find the most qualified candidates so they could hire faster and get back to running the business.

Our Solution

- CareerPlug’s hiring software helped created consistency and trackable results for all locations. With CareerPlug, Awesome Doughnut’s HR team can see when managers last logged in to make sure they are engaged in the hiring process.
- Managers have also found the software helpful thanks to prescreen questions, that scores applicants and help managers save time by concentrating on only the most qualified candidates.
- **Thanks to CareerPlug’s features, Awesome Doughnut has been able to significantly reduce time to hire and increase applicant flow (over 5,000 since August 2018!).**

