

CASE STUDY: Krispy Kreme Doughnuts

INDUSTRY: Doughnut Coffee House Chain | HEADQUARTERS: Winston-Salem, NC | EMPLOYEES: 5,000 | WEBSITE: krispykreme.com

When asked to describe Krispy Kreme's experience working with Corvitus, the HR team shared that "The customer service experience is stellar. It is nice to have one constant contact; she is phenomenal. Corvitus' technology is user-friendly and easy to navigate. Corvitus partners with us to make changes when needed and provide innovative solutions."

Background



As a growing and thriving international brand, Krispy Kreme is continually seeking ways to streamline processes while focusing on the guest experience. In 2010, the principal brand, which began in 1937, desired ways to be selective in hiring for hospitality while automating the hiring process. At the time, the entire process was manual and the company did not see how the employment application was helping them select people who could perform, fit the culture of hospitality, and stay.

Solutions



Krispy Kreme sought an experienced hiring solutions partner with a strong hospitality background. Using Hiring Tracker™ - Corvitus' Hiring Tracking System - Krispy Kreme implemented a pre-employment assessment as part of their hiring process. Corvitus also helped shorten the employment application while ensuring the most useful information was collected from candidates.

Results



Among the notable results, the company has experienced a huge increase in applications -- receiving an average of 80,000 online applications each year. Assessments have positively impacted background check and drug screenings. Since all Krispy Kreme corporate locations began using the hiring solution in 2011, 11 franchises have implemented the process.

KEY HIGHLIGHTS

"We've had Corvitus for several years and are very pleased with them. Corvitus assessments have surfaced a higher caliber of candidates."



Becky Lancaster
Sr. Director Human Resources
Krispy Kreme Donut Corp.

"Moving from paper to online applications has been a huge benefit to us. We no longer have to pass out paper applications at new store openings and have significantly increased the number of applications we receive each year."