fountain

The Modern Hiring Guide for Quick-service Restaurants

A Comprehensive Guide to Optimizing Your Hiring Process for a Fast-growing Industry



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The state of today's quick-service restaurant workforce

By the numbers

$270.8 billion

Market size and share value of fast food and quick-service restaurants in 2022[1]

$454.3 billion

Expected market size and share value by 2030[1]

500,000

Number of new restaurant jobs expected by the end of 2023[2]

15.5 million

Expected number of restaurant workers by the end of 2023[2]

There is a seismic shift happening in the way quick-service restaurants (QSRs) approach recruiting. At the same time, the methods their target applicants use to find jobs are also on the cusp of a major transformation.

Recruiters are moving on from traditional hiring methods, which historically have required complicated applications, the manual moving of candidates, and weeks (or even months) to fill roles. Today's hiring teams have no time for yesterday's recruiting. Instead, they're embracing new technologies like automation and artificial intelligence (AI) to keep applicants engaged and fast-track them to "hired."

But as QSRs compete for the same talent pool, hiring is becoming more difficult than ever, and organizations that fall behind in the race for talent also risk falling behind in growth and revenue.

Today's agile, always-connected workforce is looking to apply, start working, and earn wages fast. Meanwhile, companies are trying to figure out how to equip their recruiters with the tools they need to process high volumes of applicants and keep their hourly worker pipeline active.

What this means for your hiring process

With this rise in competition, your hiring team can no longer rely on practices of the past that require continual investment and upkeep.

You need a customizable, automated, and candidate-friendly application experience that not only makes it easier to apply for your open roles from the applicant side but also allows recruiters to process applications