

# MITRATECH

## The Perfect Blend: Streamlining the Hiring Experience Across Franchise Locations

Discover why one of the fastest-growing franchises in the country chose TalentReef to standardize and elevate its hiring experience nationwide — both for its corporate office and franchisees.



### The Company

In 1998, Scooter's Coffee was born. Don and Linda Eckles opened their first drive-thru coffeehouse in Bellevue, Nebraska, focusing on high-quality drinks, quick service, and sharing smiles with customers. After over two decades of success, Scooter's Coffee teamed up with TalentReef in 2018. They had around 150 locations at the time, but today, they have over 300 with plans to expand. Scooter's came in third in Franchise Times' 2022 list of Fastest Growing Franchises in the country.

### The Challenge

When Scooter's Coffee partnered with Mitratesch's TalentReef back in 2018, plans were already in place to grow the franchise. With that in mind, the team needed a talent management platform that could empower each franchisee manager with quick and easy access to standardized,



**3+**

years utilizing the TalentReef platform

**300+**

locations currently open

**3rd**

Rank in Franchise Times' 2022 list of Fastest Growing Franchises in the country

centralized data, making it seamless to advertise job openings, get quality candidates in the door, solve the corporate-franchise gap, and streamline daily inefficiencies – even as the organization continued to scale.

## Facing the Corporate-Franchise Gap

Scooter Coffee's previous talent management system was owned solely at the corporate level, meaning that every franchisee was using a different talent management system of its own. This made it exceptionally difficult to keep track of requests, often resulting in time-consuming phone calls, emails, and back-and-forth messages between corporate contacts and the franchisees. In addition, franchise locations didn't have a great way to reach out to candidates or track applications, so they found their current onboarding process inefficient. As the business continued to grow, Scooter's Coffee realized the need for a platform capable of supporting both its corporate office and franchisees.

## Solving for Daily Inefficiencies

Scooter's coffee was also working off of a paper-based system, leaving its team to manually post new career opportunities on disparate job boards. At this point, every part of the applicant lifecycle process was disjointed and took hours to complete, resulting in lower candidate flow for the company's growing number of locations.



# The Solution

Looking to build communication and collaboration between franchisees and the corporate office, Scooter's Coffee turned to Mitratesch's TalentReef for its centralized visibility, mobile-friendly accessibility, and automation-driven features.

Lacey Navarrete, Director of Talent Acquisition at Scooter's, explains how using the same platform on the corporate and franchise level smoothed out integrations and communications between hiring teams.

***“They have the ability to update exactly what they needed, when they need it, and I don’t have to go back-and-forth with a million emails. Each location offers different benefits, so they can update and personalize their job descriptions for what makes their roles competitive. The franchisees can own all of that.”***

## LACEY NAVARRETE

Director of Talent Acquisition  
Scooter's Coffee



With TalentReef, user experience is consistent across the corporate space and the franchisees, and the “options” available on the user interface are customized to Scooter's corporate preferences. On the whole, franchisees hire who they need, when they need them, and have had good applicant flow just from using the integrations and features within the TalentReef platform. But most importantly, when franchisees have questions or need or need help, Navarrete is able to jump in and assist because she uses the same system at the corporate level.

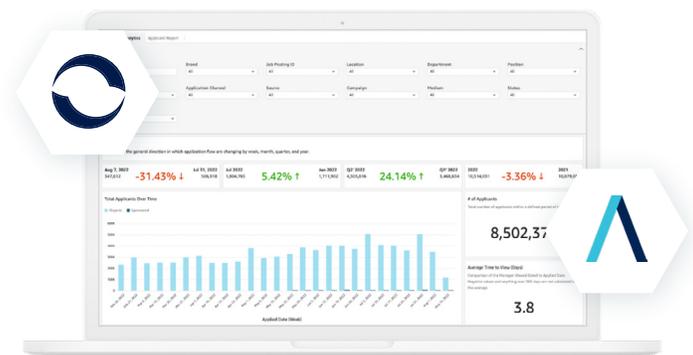
***“TalentReef provided the talent management blueprint we needed to enable our network of franchises and hiring managers to recruit, hire, and retain with ease. Being able to handle recruitment marketing, applicant tracking, hiring, onboarding, and retention all in one place has been extremely helpful in building a positive candidate and employee experience.”***

## LACEY NAVARRETE

Director of Talent Acquisition  
Scooter's Coffee



Scooter's has since been able to standardize its processes surrounding talent management and provide a more modern, seamless experience for both applicants and franchisees. With standardized talent management software, Scooter's Coffee customized their workflows and leveraged features that set their on-location hiring managers up for success. They also created a professional, branded career page that was fully compatible with their corporate website.



*“Our new locations are a mixture of new franchisees, plus existing franchisees that are adding new locations with us. With TalentReef, our new franchisees sign up and set up their accounts while our current franchisees can just add locations — and that’s normally a pretty quick turnaround. As our franchisees grow, they can keep their organization in one system, too, and not navigate a bunch of different systems for different stores.”*

**LACEY NAVARRETE**

Director of Talent Acquisition  
Scooter’s Coffee



## The Results

With TalentReef, Scooter’s saw a huge boost in applicant flow, enabling them to **more than double their hiring year-over-year for the past three years.**

They received over 50,000 applications in 2020 – over a 100% increase from the previous year. With the company set to open 700 more locations over the next few years, the Scooter’s team feels confident they will be able to easily scale hiring and onboarding for each location.

*“The 100% growth in applicant flow we’ve seen with TalentReef will help us as we expand our footprint by 700 stores in the next three years.”*

**LACEY NAVARRETE**

Director of Talent Acquisition  
Scooter’s Coffee



Since deploying TalentReef across franchisee locations, Scooter’s Coffee has reported the following results:

- ✓ **146% increase in applicant flow from 2019 to 2021**
- ✓ **83.6% increase in sales between 2018 to 2020**
- ✓ **Over 50,000 applications in 2020 alone**
- ✓ **Consistent branding across the corporate offices, franchisees, and applicant end-user experience**



# About Mitrtech

Mitrtech is a proven global technology partner for corporate legal, risk & compliance, and HR professionals seeking to maximize productivity, control expense, and mitigate risk by deepening operational alignment, increasing visibility, and spurring collaboration across their organization.

With Mitrtech's proven portfolio of end-to-end solutions, organizations worldwide are able to implement best practices and standardize processes across all lines of business to manage risk and ensure business continuity.

Mitrtech serves over 7,700 organizations worldwide, including 30% of the Fortune 500 and over 500,000 users in 160 countries.

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