

The American Bread Company Story: Improving Employee “Fit” & Retention with Better Recruitment Strategies

How American Bread Company refined assessment practices and improved reporting to increase applicant flow and optimize the recruitment process

The Company

With more than 40 cafe locations in Delaware, Pennsylvania, and New Jersey, American Bread Company is owned by Strang Corporation, a premier hospitality company and innovative service industry provider with a strong technology infrastructure. Their franchises freshly bake more bread each day than any bakery-cafe concept in the country. American Bread Company is also committed to giving back to the communities they serve by participating in charitable events and Operation Dough-Nation® programs.

The Challenge

As the macro-economic situation changes over time, companies often struggle to manage the natural shifts in their talent pools. When there are more job seekers than job openings, for example, strategic hiring professionals add additional requirements to ensure a better fit. And when the opposite is the case, recruitment strategies must prioritize increasing candidate flow.



“We struggle more with retention. The market situation is that if an employee has one bad day, they can go literally anywhere and get a new job.”

KORI VIANA

Human Resources Recruiter
American Bread Company

American Bread Company had a fairly consistent applicant flow, but needed to improve employee retention.

To help ensure that when the right candidates emerged, the business could move quickly to bring them through the hiring process, American Bread Company sought out an intuitive, automated talent management system. The goal was to centralize and streamline application review and onboarding to ultimately improve applicant experience — and quality.

The Solution

American Bread Company implemented TalentReef, Mitratesh's robust talent management platform, to accelerate the review process and optimize hiring practices, leading to faster, more successful assessments and improved retention rates. One way the enterprise's recruitment team was able to focus its energy on finding and retaining higher-quality employees was through TalentReef's assessments feature.

The best-in-class, visual-based assessment on the TalentReef platform collects personality data using human interaction with images. The evaluation can be completed in as quickly as 90 seconds, has a 96% completion rate, and produces more reliable results than the traditional questionnaires. This results in scientifically-validated insights into a candidate's work behavior while providing an even better applicant experience to increase applicant flow, reducing time-to-hire, decreasing application drop-off rate, and helping select the best candidates more effectively — ultimately improving employee retention.

"We have our match assessments integrated with TalentReef to make sure we're going for the right fit. Right now, we're working on shifting our managers' mindsets from hiring anyone just because it's a small pool to using the assessments and being a bit choosier."

KORI VIANA

Human Resources Recruiter
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The Results

Since implementing the TalentReef platform in the spring of 2021, American Bread Company has seen:

- ✓ **A 50% increase in applicant flow**
- ✓ **Accelerated responsiveness for higher candidate retention**
- ✓ **Enhanced reporting capabilities to quantify interest levels**

A major advantage of Mitratesh's talent management platform has been improving the candidate experience by speeding up American Bread Company's response time to applicants. With TalentReef in place, responses can be automated, increasing the likelihood that top candidates will end up at the organization.



“We found you need to get back to applicants within 24 hours and give quick responses.”

KORI VIANA

Human Resources Recruiter
American Bread Company

The company has also been able to further assist managers with hiring decisions and recruitment strategies by leveraging TalentReef’s reporting tools for centralized visibility. Transparency into its current interest rate and applicant numbers has helped the company to drive goal-based performance and better understand its competitive edge.

With Mitratesch’s TalentReef, the manual, time-consuming recruitment process was not only automated, but improved. American Bread company’s talent pool and pipeline now enjoys higher-quality candidates, who are more likely to be a good “fit” for the company. And, as a result, more likely to stay long-term.

“I regularly pull the source reports for our district managers and provide them with information about how many applicants they had for that month per location and per position. Having the easy ability to do that is something I appreciate and use a lot.”

KORI VIANA

Human Resources Recruiter
American Bread Company



About Mitratesch

Mitratesch 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 Mitratesch'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.

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

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