

SUCCESS STORY



USE CASE  

---

FIVE GUYS



## WHO IS FIVE GUYS?

**F**ive Guys is an American hamburger chain founded in 1986 in Arlington, Virginia. Its philosophy is offering **a home-made product using only fresh first quality ingredients, cooked on the spot and served by our family of professionals** who – with great enthusiasm and competitiveness – **offer an excellent service to the customer.**

Five years ago, the company decided to embark on a European JV **by opening its first restaurant in London**, which had a great reception from both the public and critics.

The first restaurant in Spain **opened on Madrid's Gran Vía in October 2016** with enormous success. Today, there are **14 restaurants in Madrid, Barcelona, Valencia, Zaragoza and Granada.**

## FIVE GUYS CHALLENGES

The company's challenge began **in 2016**, when it received **over 3,000 applications** in just a few weeks for the first restaurant in Madrid. This made them reflect on **3 major challenges:**

- Managing **a large number of applications**
- The need **to apply a filter**
- Laying the **foundations** for the selection process

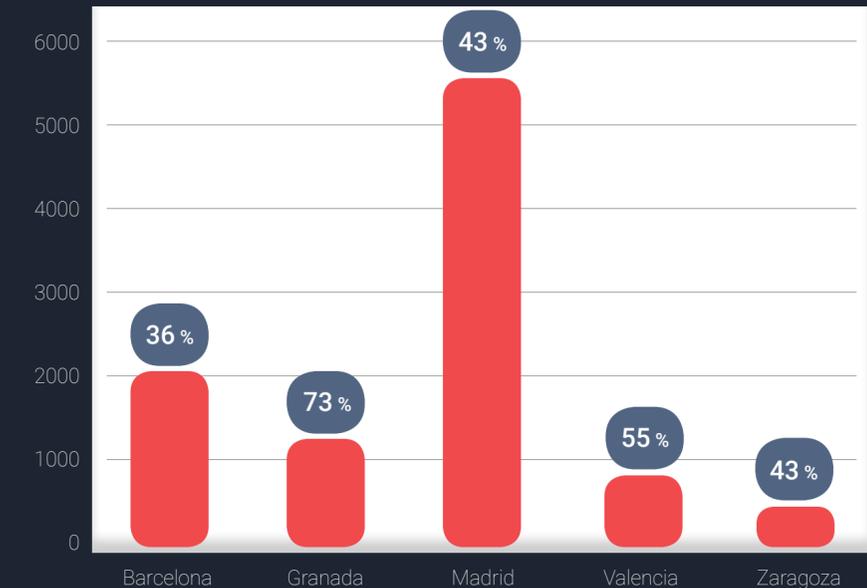


## THE NUMBER OF APPLICATIONS

**In 2018**, FIVE GUYS opened **10 restaurants**, each having between **30 and 40 positions to fill**. The number of job applications varies depending on the location. For example, the number of applications for the **Barcelona and Zaragoza** openings was around **500–800**, whereas others like **Granada, Valencia or Madrid** surpassed **2,000 applications.**

### Distribution of invitations by area:

- Number of invitations to the video interview
- Rate of return



With **EasyRECrue's video interview solution**, FIVE GUYS has launched a total of **17 campaigns** and has invited over **10,000 candidates**, of which almost **4,500 made the video interview**, representing a **47% rate of return**. In addition, **81% of candidates respond in less than 5 days.**



## WHY EASYRECRUE?

The uses of EASYRECRUE solution can be summarised into **4 major aspects**:

**A filter of applications:** EasyRECrue allows the candidate to get to know the company in more detail, discarding candidates who sign up for the offers by default.

**An appealing experience** for candidates

**A collaborative platform:** participation of both HR and operations team members, so as to have different points of view and find candidates that satisfy both sides.

**Employer branding:** The actual questionnaire provides candidates with a view of the company values, helping them figure out whether they would fit in with the company

## FIVE GUYS QUESTIONNAIRES

The questionnaires that FIVE GUYS uses to interview its candidates are usually forms with **12 questions on average**.

Out of these, 6 are questions with video-recorded responses **to analyse the candidate's soft skills**. The remaining 6 are multiple-choice questions and the score is used to check if the candidate is **the most suitable for the position**.

## CANDIDATES' OPINION

According to a candidate survey, 81% of candidates state that it was their first video interview. Among them, **87% have a positive or very positive opinion of the solution** and state that it gives a very innovative outlook on the company for which they are applying, while also offering flexibility for the interview. 12% of candidates do not have an opinion and only 1% has a negative opinion.



## RECRUITERS' OPINION

“ EASYRECRUE shows **the most innovative** side of the company and our company's commitment **to digitalisation**. When candidates complete the questionnaire, they can watch videos about **the brand's values and philosophy**. This helps us strengthen **our employer branding**. ”



**Juana VILLANUEVA**  
*Head of People*

“ The EASYRECRUE platform **is very intuitive and simplifies the selection process**. We offer candidates **a positive experience**, while allowing us **to optimise time and costs**. ”



**Ricardo Abalde**  
*Recruitment Partner*