



# How Text Engagement helps Domino's largest franchisee fight high turnover and increase applicants by 66%

RPM Pizza, the largest Domino's franchisee in the U.S., which operates more than 180 stores in 5 states, was facing a 200% employee turnover rate and high drop-offs during the application process. On top of that, many of its target team members are deskless Millennial and Gen Z candidates who switch jobs often. RPM Pizza needed a better way to align with its key candidates' communication preferences so it's more than 4,000 roles—including delivery drivers, store managers, and food preparers—would be filled at all times.

The solution for RPM Pizza was reaching its target candidates where they live—on their smart phones. Texting gets more applicants in the door.

RPM Pizza's team of five recruiters manage the staffing of 30–40 stores each and handle all interview coordination for each store. Getting ahold of busy candidates via email or phone calls at this scale was proving to be no easy feat for recruiters, especially because the company never stops advertising job opportunities to combat the high turnover in the hourly restaurant space.

To better reach and engage with its candidates, RPM Pizza implemented iCIMS' Text Engagement. Recruiters use a combination of text messages and an AI-powered chatbot to communicate with job seekers more efficiently while maintaining compliance.

"Our 'Dottie' text campaigns let us cast a wider net and reach way more people. We have around 45 stores in the Indianapolis area, and it's a turnaround market. When we implemented iCIMS in this this area, it was just fantastic! We had a billboard featuring 'Dottie,' and it helped bring in so many more people because it was so easy for applicants to text to apply. The online application is also completely mobile now, removing a lot of frustrations candidates had and streamlining our recruiting tremendously."

Candidates can also communicate with the company via text to get questions answered quickly and apply to open positions in minutes. RPM also includes questions about topics that help them screen candidates, like the candidates' age and driving status. Text reminders that help candidates come prepared with proper documents.

Since RPM Pizza implemented iCIMS in 2018, the increased response rates and reminders have helped the company reduce time to hire by 80%, down from an average of 5 days to an average of 1 to 2 days.

## Personalized, AI-powered chatbot increases applications

To make it even easier for candidates to apply, RPM Pizza utilizes iCIMS' AI-powered chatbot. Nicknamed "Dottie," to personalize the candidate experience and showcase its unique company culture, the chatbot encourages job seekers to text Dottie to apply. The process takes just 5 minutes from an initial text-to-apply to interview set up. In the first quarter of launching Dottie, RPM Pizza saw a 66% increase in applications.

Dottie also helped bring the company's turnover below the industry average of 150%—and it's decreasing each year, ending 2019 at 108%.

## Candidate tracker creates excitement during the application process

To mirror the experience of Domino's Pizza Tracker, which builds anticipation by allowing customers to follow their pizza's journey from order to delivery, RPM Pizza created a similar concept for candidates. The candidate tracker sends updates via text throughout the application process, such as reminders about which documents to have ready for the on-site interview. Many times, store managers will want to hire candidates the same day, so when applicants are prepared with the necessary documentation, they can be hired on the spot. The insightful texts give candidates transparency into their own application journeys with Domino's and enhance the overall experience.

**66% increase  
in applicant volume**

**95% response rate  
when texting with  
candidates**

**Cut application  
time in half**

**80% decrease in  
time to hire**

**281,418 texts sent  
through Dottie  
chatbot in 2018**



### At a Glance

**FOUNDED:**  
1998

**INDUSTRY:**  
Insurance

**HEADQUARTERS:**  
New York, NY

**NUMBER OF EMPLOYEES:**  
7,000

**IMPACT:**  
Increased 6 places on  
Fortune 500 list

**iCIMS CLIENT SINCE:**  
2016

**METRICS:**

- \$13M eliminated from recruitment spend
- 7x growth in talent pipeline
- Decreased time-to-fill by 50%

**iCIMS SOLUTIONS:**  
Applicant Tracking and Onboarding

**THIRD-PARTY INTEGRATIONS:**  
Workday and background screening

**PREVIOUS TALENT ACQUISITION SOFTWARE:**  
My Staffing Pro