



Domino's Franchise Reduces Time-to-Hire to Just 72 Hours with HigherMe

Heath Martin is the Director of Operations for a well-known pizza franchise group of 36 Domino's locations, overseeing more than 500 employees across multiple markets. Like many in food service, his teams are constantly hiring. But before HigherMe, speed was a major problem.

With high turnover and tight staffing, even a small hiring delay could impact store operations. That's why Martin turned to HigherMe's mobile-first, hourly-focused tools to accelerate and simplify the process.

The Results? Faster hires. Less friction. Fewer lost applicants.

- Leveraging the Text-To-Apply functionality, Martin's franchise can now hire a new employee in just 72 hours.
- After an application comes in, Martin and his team can review it within 15 minutes.
- Once contact is made, they'll often schedule an interview for the very next day.

For Domino's, every day that a role stays unfilled is lost revenue. HigherMe helped change that by making the entire process, from first click to first shift, faster and more predictable.



**“Then we can get
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hopefully ready to go
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Director of Operations





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