

## DELIVERING GRILLED CHEESE HAPPINESS STARTS WITH CANDIDATE HAPPINESS



The Melt is simply, “Grilled Cheese Happiness.” Founded in 2009 with the goal of innovating the on-the-go dining experience, The Melt has 15 restaurants and 4 food trucks in California. This fast casual eatery combines chef-inspired, all-natural, wholesome food with innovative online ordering technology in an eco-friendly environment.

### Delightful candidate experience boosts The Melt’s brand

When Amy Brewster started at The Melt in 2012 as Head of Recruiting it was no secret the Bay Area was responding exceptionally well to their sustainably served casual dining experience. The Melt had big plans for expansion. With multiple locations across the California Coast and more to come, Brewster sought out a cloud hiring platform that would continue to contribute to their success and amplify The Melt’s brand.

Having used SmartRecruiters in the past Brewster knew it was the right decision to use it at The Melt. In just a few days Brewster implemented SmartRecruiters.

“It’s not a war on jobs in San Francisco, it’s a war on finding and retaining talent,” said Brewster, Head of Recruiting at The Melt. “Paying a competitive salary isn’t enough. You can’t waste anyone’s time. You can’t lose candidates because you didn’t get back to them quickly enough.”

Brewster’s priority was not only to fill open positions but also to ensure the hiring solution supported The Melt’s brand. “Communicating with candidates is incredibly important,” said Brewster. “And SmartRecruiters makes it so easy.” With email templates, each candidate can receive personalized feedback on the status of their application.

“With SmartRecruiters we know all of our candidates are going to have a great experience the second they decide they’re interested in joining the crew,” said Brewster, “It’s an introduction to the type of culture we value. The restaurant industry can be a revolving door but we want people to grow with the company. We want our crew members to become managers and supervisors.”



### AT A GLANCE

**Industry:**

Travel & Hospitality

**Location:**

San Francisco, CA

**Customer Since:**

2012

**Favorite Feature:**

Candidate email templates

**Why SmartRecruiters:**

- Easy to use even when hiring isn’t employees’ primary function
- Customized communication tools boost employer brand
- Social media integration helps advertise jobs to reach more candidates
- Mobile optimized job ads and mobile app for hiring on the go

In the food industry, the lines between candidate and customer blur. One bad experience, and it's enough to lose two valuable assets. Brewster connects The Melt's social media profiles to ensure their jobs are advertised on every possible front, with the confidence that every candidate will be funneled into her SmartRecruiters account. "SmartRecruiters extends our brand and culture - one that is friendly and responsive. Any candidate can access our jobs through their social network. No matter what, they will get a response."

## Empowering everyone to make smarter hiring decisions, faster

A positive experience with SmartRecruiters extends beyond the Melt's candidates. Brewster chose SmartRecruiters because it was so intuitive and everyone would love using it. "I trained 15 employees in just ten minutes," said Brewster. SmartRecruiters fosters collaborative hiring which has a huge effect on the Melt's bottomline. With SmartRecruiters' analytics, Brewster and her team can quickly see what's working to get the most qualified candidates in their pipeline. "Between the Jobs and Candidates dashboards, I know in 15 seconds the number of leads we have, the number of interviews scheduled, how many rejected candidates, how many new candidates, everything."

The Melt's hiring team can stay on top of their hiring effort with the SmartRecruiters' mobile recruiting app. Using the app, the team can easily view candidate profiles the moment they enter their SmartRecruiters account. The hiring feed gives Brewster a concise view of her hiring activity so she can manage her candidate pipeline while on the go. "I never close SmartRecruiters. Ever."

## 35 positions closed in less than 6 weeks

In less than six weeks, Brewster and her team were able to hire 35 employees across multiple locations. When your revenue is dependant on being able to sell a product, it's vital your storefronts have a staff able to facilitate the goals of the company and the needs of the consumer. With SmartRecruiters in The Melt's arsenal they can open restaurants with confidence, knowing they'll be able to find the talent they need.

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"SmartRecruiters is the only thing we use for hiring. There's nothing else."

**Amy Brewster**  
Head of Recruiting at The Melt

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