



Rally DeLeon

Chick-fil-A Operator

“CareerPlug has allowed me to cast a net that is 2-3x larger into the job posting arena while being able to filter out the best candidates for my business.

In one month, I had over 325 applicants. CareerPlug is helping me take my business to another level of excellence!”

Chick-fil-A

Case Study



Company Overview

- Rally DeLeon has been a Chick-fil-A operator since 2000, currently operating a Chick-fil-A North Hills in North Carolina
- DeLeon’s location has a great reputation in the community and a successful employee referral program.
- Before CareerPlug, Chick-fil-A North Hills received applications exclusively from walk-ins and referrals. Their hiring process was centered on placing “Now Hiring” signs and utilizing open interviews to fill positions.

Their Challenge

- Chick-fil-A North Hills was looking for a way to cast a larger net into the applicant pool and find quality applicants faster. DeLeon realized that using “Now Hiring” signs and open interviews as the only options in the hiring process resulted in poor hiring decisions.
- They wanted to build a consistent process that would lead to better hiring decisions. They also wanted to build on their employment brand.
- Chick-fil-A is known for their unrivaled customer service experience. DeLeon wanted a better way to ensure the hires he made would be strong brand ambassadors and a great fit with Chick-fil-A’s culture.

Our Solution

- CareerPlug worked with Chick-fil-A North Hills to build a customized careers page to display their career opportunities highlight benefits, and showcase their culture. With CareerPlug, Chick-fil-A North Hills is able to target applicants and track them all in one place through our applicant tracking system.
- They use build-in prescreen questions to ask about previous experience, availability, personality. The best candidates are then Fast Tracked to contact them before competitors.
- Chick-fil-A North Hills has raved about the personality & aptitude assessments which let you benchmark your top performers and evaluate candidates consistently. **With a centralized platform, DeLeon’s location is able to scale consistently and continuously make better hires.**

