Jamie Starner
Talent Acquisition Manager

"Hourly applicant flow increased by 400%. We love the features, mobile capability, competitive pricing and amazing customer support."

Kona Grill
Case Study

Company Overview

- Kona Grill is an upscale casual restaurant serving American cuisine, sushi, and cocktails. Founded in 1998, the company owns and operates 46 restaurants in 23 U.S states and Puerto Rico, as well as three international locations operating under franchise agreements.

- Kona Grill used PeopleMatter (now owned by Snag), another applicant tracking system (ATS) prior to using CareerPlug.

- With previous ATS, the company experienced a lack of applicant flow and had to pay for posting on job boards, in addition to what they paid to PeopleMatter.

Their Challenge

- Kona Grill was looking to increase their applicant flow while also reducing their budget. They struggled to make management and hourly hires due to low applicant flow and needed to make a change.

- For them, this meant finding a way to reach more potential applicants without having to dig deep into their budget.

- They needed to have the tools available to reach their ideal candidates, talior their job application to that group, and increase staffing across multiple locations.

Our Solution

- CareerPlug worked to provide Kona Grill the results they needed, fast. Within the first two years of the partnership, management hires have increased 45%.

- Kona Grill attributes this to the customizable workflow and job templates, free job syndication, and personal account manager all offered by CareerPlug. They have found the mobile optimized platform and spanish application option, a key edge in the restaurant industry, extremely useful as well.

- **Through CareerPlug's competitive pricing and offerings, Kona Grill was able to reduce spending while increasing applicant flow.** Kona Grill also has a path for future success through customized reporting, allowing them to track metrics to continue to make improvements.