



Pilot Travel Centers Successfully Automate Hiring Process

Welcome to Pilot Travel Centers!

Pilot Travel Centers is no stranger to the high-volume recruitment issues of the restaurant and retail sectors. One of the most familiar sights along America's highways, Pilot is also one of the nation's most prominent restaurant franchisees, boasting 270 retail centers across forty states and \$7.2 billion in annual sales. Employing 14,000 people at its coast-to-coast travel centers and at its headquarters in Knoxville, Pilot clearly needs a forceful solution to recruitment. Adding fifteen new stores and up to 1,500 employees annually, Pilot sees in SonicRecruit an effective, versatile system that doesn't cost a fortune or require extra manpower to run. Robert Byington, Pilot's National Staffing Director, selected SonicRecruit back in 2001 for its low cost and intuitive design.

What can we get for you today?

Robert didn't order the first system he saw. When it comes to an ATS, many companies serve up an unappetizing array of complex or inflexible designs. "I must have looked at ten systems before finding SonicRecruit. I've used [other ATS systems], and the problem is you spend more time managing the system than you do managing people. We really value Sonic's simplicity of use... We have 8,000 applicants for on-site management positions alone every month, and Sonic is able to track that and we are able to track that without missing a beat."

As a major player in the restaurant sector, Pilot needs a three-level approach for recruiting: corporate positions, on-site management, and hourly on-site employees. SonicRecruit is capable of handling all three types of applicants with unique applications, resume routing, and candidate management designed to complement an organization's process, not impose a new one.

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SonicRecruit provides the ability to keep all three processes separate. Corporate and off-site recruiting will not interfere with or overwhelm individual users; all users are able to skip courses or have dessert depending on their needs. At SonicRecruit, flexibility means that you can turn options on or off for each user- even if you have thousands. Whether you choose to give store managers access to SonicRecruit or simply have applications emailed directly to their inbox, they have a powerful new tool and thousands of great applicants without spending a second of their busy day on recruitment.

Your 16,000 servers will be with you shortly.

Turnover is the real terror of hourly recruitment. Pilot is among many SonicRecruit clients who are excited about the value provided by SonicRecruit's hourly recruitment tools. Our clients are seeing amazing returns on investment when SonicRecruit steps in to help bear the burden of staffing hundreds of scattered locations.

Robert explains that SonicRecruit is the only ATS capable of handling Pilot's 2,000+ open positions without breaking the bank. Robert's team of five recruiters easily keeps up with Pilot's expansion and the continual turnover typical of any restaurant or retailer, but he doesn't like to think of what it would be like without SonicRecruit. "We could never do it without Sonic. Our return on investment because of the time savings alone is immeasurable! I would need more than twice the staff and it would still be unbelievable. There's no one who could keep up with 2,000 positions."

Pilot Travel Centers averages 120% turnover in hourly employees; that comes to 16,000+ annual hires just to maintain staffing, and expansion adds another 1,500+ hourly employees to that number every year. Robert is pleased with the ways SonicRecruit helps out his hundreds of general managers. "Our general managers do not want to recruit 16,000 hourly employees annually. They're each managing a thirty million dollar business. If you're a manager in a fast-paced, dynamic restaurant or retail environment, you don't have time to go through an applicant tracking process. You just want people. You need a system that just does it. When it comes to hourly employees, our managers just want good people, and Sonic delivers them."



The key is, once again, SonicRecruit's unique combination of simplicity and adaptability. From a home computer or an in-store kiosk, hourly employees may apply to one or many locations at once. This database can be mined by other locations as positions open and can be a necessary miracle for holiday recruiting. Applicants can even be required to list their availability, shift preference, or willingness to work weekends or holidays. In fact, any major concern of on-site management can be addressed without a time-consuming interview or phone call.

Any SonicRecruit job application can be as long or as short as you want. A completely custom application process means that on-site managers get the critical information they need, and they get it instantaneously, with no effort or action required from corporate recruiting. Or, as Robert sums it up, "Sonic developed a great application for our hourlies, customized around *our* needs."

Service with a Smile

"If I had to pick one thing I couldn't live without, it would be the customer service." Robert chose SonicRecruit for Pilot's needs in 2001. As Pilot has grown and as its needs have evolved over these past five years, SonicRecruit has grown and evolved right alongside. SonicRecruit is the most easily customized ATS on the market and we recognize that the needs of any client may shift over the years of our partnership.

Robert continues, "We really value that Sonic hears and listens to us... you will not find any other company that will change their entire system based on your needs." When asked how many changes SonicRecruit has made for Pilot, Robert laughs. "Lots. I don't know, probably fifty."

This willingness to change is a key factor in the success of any recruitment project, but it is especially critical in the high-volume world of hourly employees. We have no *prix fixe* solution to your problems. Every SonicRecruit system is like a trip to the salad bar; you make the decisions about what you want, not us.

SonicRecruit's team has the versatility and experience to implement your organization's individual solutions for corporate, management, and hourly recruitment. We are also the only ATS with a proven history of delivering results in hourly recruitment without even approaching a six-figure bill. That's why SonicRecruit is the choice of prominent restaurateurs such as Pilot Travel Centers

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and The Cheesecake Factory, as well as major retailers, hoteliers, and other industries spanning the service sector.

About Pilot Travel Center

Pilot Travel Centers LLC is the nation's largest retail operator of Travel Centers, catering to the professional driver and traveling motorist with 270 retail interstate properties across forty states. Customers will find a nationally recognized fast food restaurant serving hot meals 24/7, and many travel conveniences such as showers, ATMs, internet kiosks, check cashing, money orders, laundry, game rooms, public pay phones with data ports, wireless internet, audio book rentals, Western Union, pre-paid phone cards, and washes, shops, and CAT Scales for trucks.

Pilot Travel Centers LLC is headquartered in Knoxville, Tennessee, and employs 14,000 nationwide. Pilot Travel Centers LLC is owned by Pilot Corporation, also based in Knoxville, Tennessee, and Marathon Ashland Petroleum, based in Findlay, Ohio.

About SonicRecruit

SonicRecruit delivers a dynamic web-based Applicant Tracking System, primarily focusing on the mid market, yet scalable enough to satisfy Fortune 500 clients. This flexible design includes features such as Automated Requisition Approval, Hiring Manager Self-Service, Vendor Management Portal, Custom Career Site Integration, and Ad Hoc Reporting in order to automate and refine the hiring process. For additional information please visit our website at <http://www.sonicrecruit.com>