

REPORT



HIGHMATCH

Putting Out the Fire in the Kitchen

Solving Turnover in QSRs

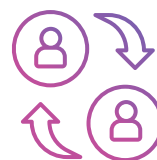


A team of new employees is hired at a quick service restaurant (QSR) franchise. Within a month or two, an entirely new team is replacing them. Rinse and repeat. Sounds familiar, doesn't it? **High turnover is a common challenge that cuts into QSR profits** and franchise success. In this report, find out how you can start cooking up long-term retention instead of high turnover. Here are some fast facts¹:



\$2-5k

**Cost to replace
a single hourly
employee**



>130%

**Turnover that
QSRs are
seeing**

At a Glance: Why It's Tough to Retain Employees

Why are QSRs especially vulnerable to turnover?

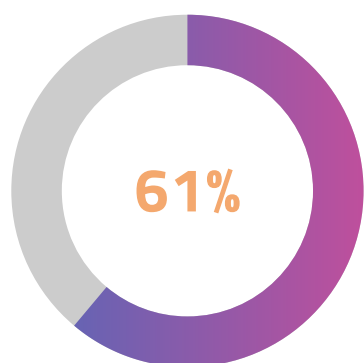
- Limited compensation
- Stressful environment
- Wrong people for the job

Low compensation and high stress are well-known turnover factors in QSRs. But for franchise operators juggling staffing quotas, training gaps, and limited time, **finding the right fit, not just a warm body, can feel like the toughest challenge of all.** With the right understanding and key tools, however, you can combat high turnover and replace it with higher performance.

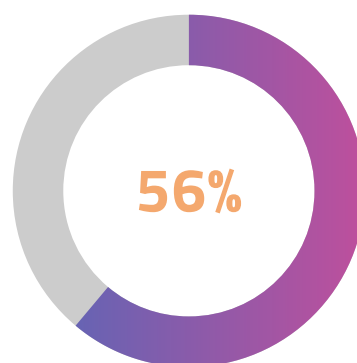


The Real Causes of QSR Turnover

Misalignment of expectations from candidates and poor onboarding processes contribute a lot to early turnover. **Workplace satisfaction can tip the scales back**, however. Two things are currently keeping QSR employees the most satisfied:



**value getting along
with the team the most**



**value flexible
scheduling the most**

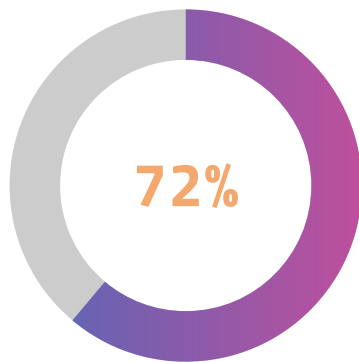
For franchise owners and operators, finding adaptable, flexible employees with strong team mindsets **is critical to keeping locations fully staffed and running smoothly**. Getting those employees requires three key factors:

- Quick hiring process
- Robust onboarding systems
- Mobile-accessible hiring process

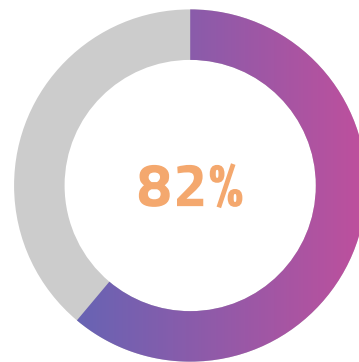




However, keeping good candidates once you have them requires **keeping continuous feedback and recognition on the table**. Every team lead and store manager must be a rockstar employee, and franchise operators should **build a culture of public recognition to keep those top performers engaged and motivated**. Lack of recognition by managers is one of the top three reasons employees quit³:



of employees say team communication is essential for satisfaction³



of employees would leave a job due to poor management⁴

While some turnover will always happen, boosting the employee experience by avoiding misalignment and cultivating an appreciative team environment can reduce it.



Setting the Table for Successful Job Alignment

Building strong alignment starts with recognizing that experience alone doesn't guarantee fit in entry-level QSR roles. The best candidates often stand out not for their resumes, but for their soft skills and core traits, like a desire to learn.

Cultivate a Transparent Work Environment

Being upfront about what it's like to work with you and ensuring that work is balanced and organized keeps engagement high and attracts employees who align with your roles.

- Strengthen communication by ensuring clarity, timeliness, and respect
- Provide flexible scheduling that collaborates with employee work-life balance needs
- Be open about job requirements and realities
- Leverage exit surveys for continuous learning on improving employee experiences

Reward Your Rockstars

Offer employee training and growth opportunities. Providing training and promotion chances **incentives motivated, highly trainable people to work for—and stay working for—you.**

- Show recognition: 69% of employees say recognition keeps them loyal⁵
- Promote rockstar employees to develop managers who can highly motivate their teams

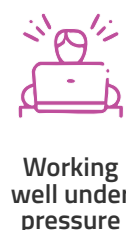
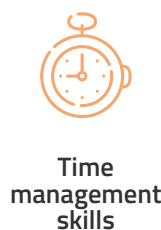
The best way to reduce misalignment between employees and roles is to find candidates with the greatest learning potential. Look for a candidate's soft skills and learning potential that you can make great with the right training.





The Secret Ingredient: *Assessments*

No recipe leads to success without the right tools for the job. Avoid waiting for an ideal candidate to land in your lap—seize the chance to have greater control over your hiring investments by **leveraging pre-employment assessments**. These tools speed up the hiring process by highlighting candidates who are most likely to succeed in QSR roles, based on key soft skills and behavioral traits such as:



HighMatch’s assessment approach saves franchise operators time and money through personalized partnerships between our I/O psychologists and your hiring teams. Whether you’re hiring for one location or many, **our assessments target role-specific aptitudes that matter most** and scale easily across your franchise and corporate environments. We leverage a robust, automated, and mobile-first suite of hiring tools that enhances the candidate experience.





Measure what matters most in QSR hiring: *Pace, People Skills, and Reliability*

HighMatch helps you move quickly without sacrificing quality. Our assessments give hiring teams a consistent way to evaluate candidates while keeping the process efficient. In a fast-paced market, time-to-hire is critical, and our tools are designed to support fast, confident decisions.

Our top three solutions for capturing candidates with potential at your QSR:

Personality assessments give you insights about a candidate's soft skills and how well they can demonstrate those skills for your job needs.



Cognitive aptitude tests let you assess a candidate's learning potential so that you can see if they have the potential to grow into a role with the right training.



Situational judgement questions let you see how a candidate would tackle a common problem that occurs in the position, such as conflict with a client.





Proof in the Pudding: *Why Assessments Matter*

Assessments are proven to save time and money hiring while reducing turnover in QSRs. Consistent hiring criteria unifies franchise teams and allows for highly intentional placement of the right people in the right roles.

MVP-Results, a human resource consulting firm, has conducted case studies on how objective and sound hiring assessments can provide huge business boosts to QSRs:

- Onboarding a hiring assessment program **dropped a Subway franchisor's turnover from 70% to 32% and saved \$15,000 annually** on training because managers were better prepared to understand, work with, and train individual employees⁶
- When Chick-fil-A utilized a hiring assessment program that enabled them to shift employees into roles that best aligned with their aptitudes, **business capacity increased by 30%**⁶





Conclusion

Hiring for entry-level, hourly positions can be challenging in QSR franchises, but turnover in those roles can be reduced by rethinking who and how you hire. Focusing on candidates who demonstrate soft skills and behavior traits that are the most successful in QSR environments strengthens your candidate pool and talent pipeline. Leveraging personality and aptitude assessments prepares QSR hiring teams to make faster, more effective hiring decisions, saving significant time and money annually.

If you want to get started with reducing turnover and streamlining hiring across your QSR locations, HighMatch is the teammate you need. With over 15 years of experience helping diverse organizations save time and money in their hiring processes we'll create a fast, mobile-first candidate experience that quickly connects you to top talent for all your franchise or corporate needs. Fill your positions with people of potential—saving time, money, and frustration along the way.

Citations

¹<https://www.paytronix.com/blog/restaurant-staff-turnover>

²<https://www.qsrmagazine.com/story/as-labor-tightens-restaurants-race-to-recruit-retain-a-changing-generation/>

³<https://www.7shifts.com/blog/restaurant-staff-turnover-and-retention-playbook>

⁴<https://www.goodhire.com/resources/articles/horrible-bosses-survey/>

⁵<https://www.selectsoftwarereviews.com/blog/employee-recognition-statistics>

⁶<https://www.restaurantowner.com/public/How-Candidate-Assessment-Tools-Can-Increase-New-Hire-Performance-and-Reduce-Turnover.cfm>