

Inside Wendy's fresh, never frozen AI recruiting strategy



THE CHALLENGE

- Recruiters at The Wendy's Company sort through a mountain of resumes to find the best talent for its corporate positions.
- Additionally, Wendy's staffs nearly 400 corporate-owned locations. In 2023, the company welcomed 12,000 new restaurant employees.
- Hiring at scale is one thing. It's another to hire a platform engineer in Dublin, Ohio as efficiently as a restaurant team member in Tampa, Florida.

THE RESULTS

By partnering with iCIMS, Wendy's recruiting team uses data and AI insights to make great hires quickly.



1,000+ applications

In less than a week is common for corporate positions. Wendy's team uses AI to create short lists of best-fit candidates.



12,000 employees

Hired in 2023 to staff nearly 400 corporate-owned restaurants.

“ My recruiters use **iCIMS data to make more informed decisions** instead of glancing at an application and moving on...

...It helps give them more confidence that they are sending the hiring manager **the most qualified candidates faster.**”

Bailey Capper
Director of Talent Acquisition,
The Wendy's Company

AI makes hiring fast and easy, like a drive-thru order



“I love the ‘Role Fit’ feature in iCIMS,” says Capper. “Using AI, the **system evaluates candidates based on the job description and ranks them** based on how well their experience fits the role.”

“This **helps me prioritize my focus** by elevating the top matches while our recruiters continue to evaluate all candidate applications.”

iCIMS