



Hyer

## CASE STUDY

### *The Secret Ingredient to CDS Staffing Success*



## CREATIVE DINING SERVICES®

Creative Dining Services partners with colleges, universities, Fortune 100 companies, full-service senior living communities, conference centers and K-12 schools and camps to provide a different kind of hospitality and facility management services experience—one that's fun, innovative, and focused on community.

Serving more than 70 organizations across the United States, they are named among the top 50 hospitality management companies by Food Management Magazine.

### THE CHALLENGE

Recruiting and retaining employees has long been a top priority for most businesses, including Hyer partner, Creative Dining Services. In the aftermath of COVID, with graduation rates from culinary programs declining significantly, finding skilled labor continues to be a top challenge across the food service industry. With nearly 70% of operators saying they don't have enough staff to meet customer demand, these challenges have sparked creative new ways of recruiting talent.

"COVID, like in so many other ways, accelerated these challenges while creating new ones—including the way people want to work," said Scott Van Deraa, Operations Director at Creative Dining Services.

"We tried different traditional staffing agencies, however, their results mimicked ours. It was just another company looking for us, at a significant cost—and their success was the same as ours. In the end, we were both fishing in the same pond. On top of that, our flexibility was limited because we had to commit to a certain number of hours and days. In the end, hiring someone came at a premium," he said.



*We needed a flexible, committed workforce that could support our needs while acting as an extension of our team. That's where Hyer came in for us."*

**Scott Van Deraa**

Operations Director



## THE SOLUTION

As Creative Dining Services continued to pursue different recruitment strategies, the secret ingredient they seemed to be missing was flexibility. Van Deraa said, "We needed a flexible, committed workforce that could support our needs while acting as an extension of our team. That's where Hyer came in for us."

Hyer allows the Creative Dining account management team to step back and plan, while providing them with fast access to quality talent that can support customer demand. "A way for us to better optimize our workforce, Hyer is a great resource we can leverage as part of our ongoing recruitment strategy," Van Deraa said.

## THE BENEFITS

As Hyer becomes an increasingly important part of Creative Dining's staffing model, Van Deraa said they're finding staffing success using the app. "Hyer is not the day labor model I remember as a kid," he said. "Hyer's rating system in addition to being able to select who we want for each task is an effective way that gives us the consistency we can count on to fill open positions while providing additional support for special events."

Aside from having a consistent pool of quality Taskers at their fingertips, Van Deraa said that being able to hire a Tasker directly without any costs has been an amazing benefit for the CDS team and Taskers.

In addition, they've discovered that Hyer is a more cost-effective way of filling specific temporary roles. Van Deraa said, "From both a financial and employee retention standpoint, Hyer is a better model all the way around."

Based on their average fill rate of 95%, Van Deraa said that Hyer has proven to be a solution the entire Creative Dining team can continuously count on. "When we started using Hyer we piloted the app in five locations. In a matter of months, we've expanded our usage to 32 locations. Being creative in our problem-solving means we're now able to meet the needs of our customers," he said.



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