



Recruitment automation technology fills roles fast – for less.

The Pilot Flying J Story



For one of the largest travel centers in North America, high-volume hiring is a constant challenge.

Industry: Petroleum | Hospitality | Travel Center | Logistics | Transportation

of employees: 10,000+

Indeed products: Indeed Hiring Platform | Indeed Hiring Events



Who is Pilot Flying J?

Pilot Flying J is one of the largest travel center chains in North America with 800 locations across the US and Canada under the Pilot, Flying J and Mr. Fuel brands, offering fuel, food and great service at every stop. Pilot Flying J is also one of the largest franchisors of quick service restaurants in the US, offering one to three different concepts at each location, including the most Subway franchises in the world with over 200 locations. In addition, it offers amenities that cater to professional drivers, such as overnight parking, showers and game rooms. The company is based in Knoxville, Tennessee, where Pilot Corporation, the majority owner, is based.



800

Locations in North America



“All roles are advertised on Indeed, so all of our hiring is a result of Indeed.”

Yvette Fragile
Manager, Talent Acquisition Operations,
Pilot Flying J

The challenge.

Pilot Flying J requires a lot of team members across a variety of positions to keep all locations running smoothly. As with other entry-level hourly jobs such as counter staff or cashiers, many applicants are students or are just entering the workforce. Pilot Flying J locations are mostly along interstate highways, which can be inconvenient for team members to get to. As with many jobs in this industry, turnover at Pilot Flying J tends to be high. Additionally, some of the roles such as refined fuel drivers require special skills such as a Commercial Driver’s License (CDL). As a result, Pilot Flying J has always-on hiring needs and aims to hire 35,000 people a year.

To keep roles filled, Pilot Flying J would hold approximately 300 job fairs per year that the company had to manually plan and pay for. When the Talent Acquisition Operations Manager learned about Indeed Hiring Events, she was eager to give it a try to help lighten the load for herself and her team. The talent acquisition team members were already big fans of Indeed through successful job advertising and knew that they could reach a large audience of diverse, engaged and relevant job seekers.

“We were happy to use Indeed Hiring Platform as we move to more digital solutions for hiring in the field.”

Yvette Fragile
Manager, Talent Acquisition Operations,
Pilot Flying J



35,000
annual hires



300
job fairs per year



Roles

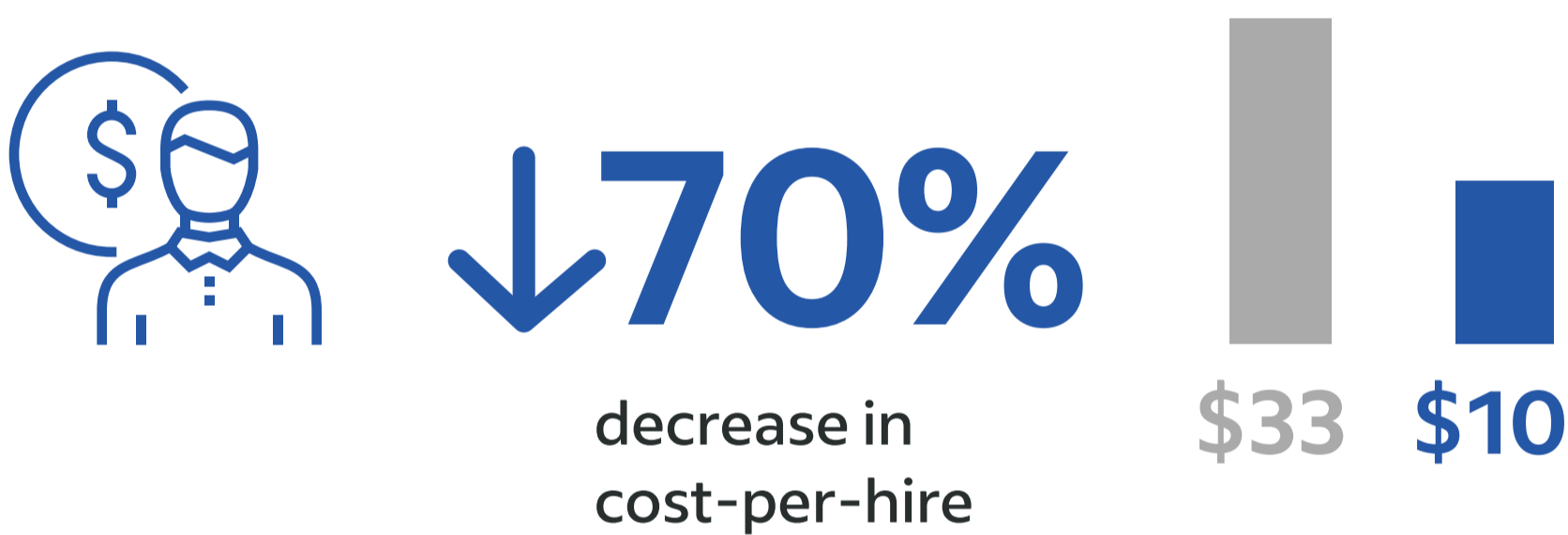
Commercial
Drivers
Restaurant
Retail
Deli
Maintenance
Management



Driving quality interviews up, and cost-per-hire down.

As an early adopter of Indeed Hiring Events, Pilot Flying J recruiters had great results right away. Being able to reach 80% of US online job seekers through Indeed and Glassdoor¹ provides Pilot Flying J with a much-needed constant pipeline of candidates for always-on roles.

When demand for virtual options increased, Pilot Flying J incorporated Indeed Hiring Platform into its hiring strategy and saw it as “an extension of the Indeed we know.” The talent acquisition team appreciates the flexibility and powerful combination of automation to the interview with virtual and in-person options. More candidates are showing up for interviews, and recruiters are able to extend on-the-spot offers to 75% of the people they interview. In fact, the cost transparency and analytics have helped Pilot Flying J increase the number of interviews by 300% while lowering its overall cost-per-hire by 70% — from \$33 to just \$10.



An efficient, seamless solution that fuels the Pilot Flying J brand.

Entry-level and hourly jobs are competitive in nature as there are many applicants vying for these types of positions. So Pilot Flying J appreciates that Indeed’s recruiting automation elevates its company brand. The professional look of the event communications is a big advantage for the company. And automated communications such as sending out text and email reminders gives Pilot Flying J’s team time back so they can focus on other high-value activities.

Screening questions are also a big help in narrowing the pool and being efficient with recruiters’ and hiring managers’ time. Screening questions are used for roles such as commercial drivers, so those who aren’t qualified are filtered out of the process.



75%
offers on the spot



300%
increase in number
of interviews

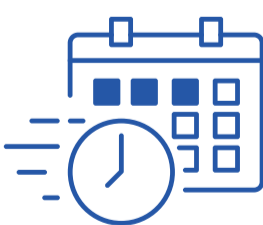
“Screening questions narrow the pool so we’re not wasting recruiters’ or hiring managers’ time.”

Yvette Fragile
Manager, Talent Acquisition Operations,
Pilot Flying J

All in all, Pilot Flying J recruiters save 1,500 hours (or approximately three days per event). Everything from advertising to screening to communicating with job seekers is not only taken care of but is seamlessly integrated with Indeed.



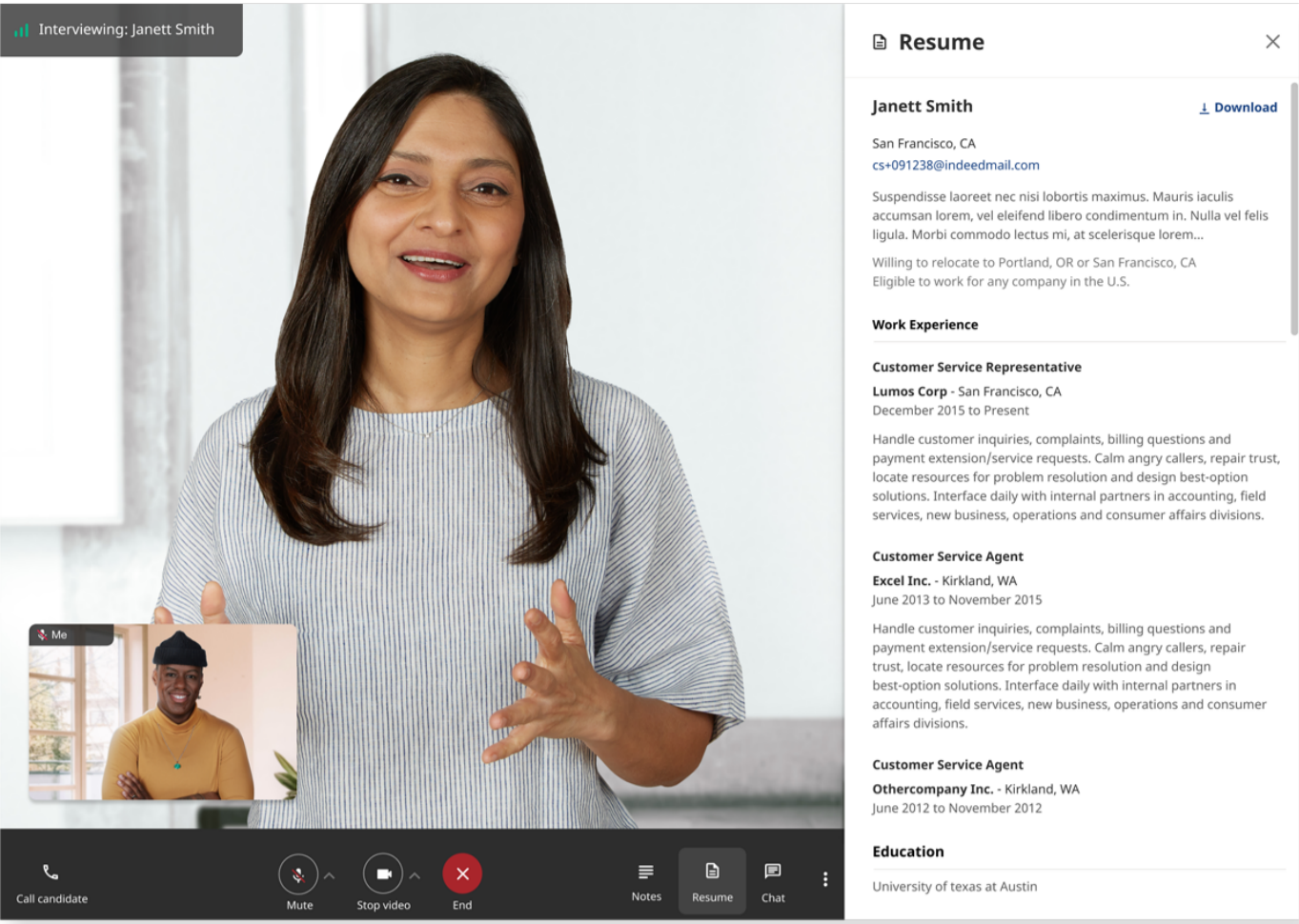
1,500
hours saved



3 days
approximately three days
saved per hiring event

Hire up to 10X faster.¹

Quickly get interviews with quality talent using the reach of the world’s largest hiring platform.²



Why it works

Save time and speed hiring with automation

We automate more than 70% of recruiting steps to help teams interview screened candidates faster.¹

Reach more diverse and engaged talent

Over 80% of US online job seekers visit Indeed and Glassdoor.³ With Indeed Hiring Platform, screened candidates that meet your hiring requirements can instantly schedule interviews with your team. Help expedite hiring for everyone.

Better candidate and interviewer experiences

Interview and rate candidates all on Indeed Hiring Platform. 80% of interviewed candidates are positively rated by employers and 95% of job seekers rate the experience favorably.¹

3X

Increase in scheduled interviews¹

90%

Time savings on administrative recruiting tasks¹

2M+

Interviews scheduled by engaged and relevant talent¹

80%

of candidates are rated positively by employers¹



Recruitment automation saves time



Improved candidate experience



An integrated, all-in-one solution

¹ a b c d e Indeed data (US)

² Comscore, Total Visits, March 2021

³ Comscore, Unique Visitors, April 2020 Jobseeker cross-visit rate set at 3X non-jobseeker rate

Find out how Indeed Hiring Platform can help save you time while reaching your hiring goals.

go.indeed.com/hiringplatform