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UPSCALE CONVENIENCE CHAIN SEES UPLIFTING HR RESULTS Parker's Streamlines Hiring & Simplifies Training with PeopleMatter

CHARLESTON, S.C – JULY 12, 2012 – Parker's, an innovative leader in the convenience store industry, and PeopleMatter, the only comprehensive [talent management solution](#) specifically designed for the convenience store industry, today announced results from the companies' partnership. PeopleMatter's easy-to-use Platform streamlines HR processes for the company's 27 locations throughout Southeast Georgia and Southwest South Carolina. A study by Nucleus Research, Inc. found Parker's experiences an annual ROI of 1,242 percent and an annual benefit of \$842,374.

Before PeopleMatter solutions, Parker's human resources team used point solutions that were unable to keep up with the needs of the fast-paced chain. The company required a comprehensive easy-to-use, social interface that caters to the up-and-coming Generation Y workforce and lives up to its forward-thinking vision. PeopleMatter's comprehensive mobile platform fit their needs by providing the ability to manage all their people, processes and paperwork in one place online.

Today, Parker's uses PeopleMatter HIRE™ to formalize HR practices while quickly identifying, tracking and hiring candidates who are a good cultural fit. In addition, HIRE provides optional candidate assessments, background checks, tax credit prequalification and I-9 verification to simplify onboarding.

"With the amount of applicants we receive now, we can be pickier about who we interview and hire," said Beth Harn, HR Manager. "At the moment, we have 6,454 applicants in the system with a projection to hire approximately 250 employees each year. That's a pretty good deal."

When trying to fill positions quickly in the high-volume, high-turnover service industry, time is money. HIRE's automated Assessments, Background Checks and Tax Credits components reduced Parker's time-to-hire by 57.14 percent and cut turnover by 24 percent. To date, the company has seen a savings of \$365,976 from turnover reduction alone.

"My favorite feature is the automated onboarding process," said Beth Harn, Parker's HR Manger. "I remember life before onboarding with PeopleMatter. I was the person who had to travel to each site to help new hires fill out the paperwork."

Streamlining Parker's onboarding process reduced the time spent onboarding by 75 percent, getting new hires in the door and working three days faster. The company now saves \$14,404 a year in onboarding labor. Additionally, Parker's was able to reduce the time spent on new-hire orientation by 816 hours.

Parker's selected PeopleMatter LEARN™ to replace a training system that the Parker's team found to be overly problematic. Previous challenges included uploading difficulties and inaccurate results. For example, it took over a month to create and execute a course. With LEARN, the C-Store chain's more

than 350 team members can access online training materials and social tools to extend their development and skills. LEARN reduced the time it takes for Parker's to create and deliver training material by 825 percent.

"With our last system, people developing training had to travel to a two-week training course to learn how to use it. Going live with LEARN took two hours on the phone with PeopleMatter customer support — it was so simple," said Harn. "The one question we've had since we adopted LEARN took under 10 minutes to figure out. With our last program we were on the phone four hours one time and still couldn't work out the problem."

PeopleMatter provides free support, over the phone or online. This service saves Parker's an average of \$3,040 a month in tech support. Additionally, PeopleMatter solutions allow Parker's to easily customize training materials, giving each course a unique Parker's brand while ensuring training consistency.

"Parker's is known for our sweet tea. The sweet tea at Parker's No. 27 is supposed to taste like the tea at location No. 1," said Harn. "With online learning management through LEARN, it's easy to train our team so that the tea tastes every day at every location."

Harn continued to explain that the biggest benefit Parker's employees receive from LEARN is that they are able to come in on day one, participate in some online training and jump right into the job. The company's employees feel productive from the first time they step into their role. Another feature the Parker's team enjoys from the PeopleMatter Platform is the mobile app offered with the newest module, PeopleMatter SCHEDULE™.

While the latest PeopleMatter solution is too new for Parker's to report on ROI, the feedback has been incredibly positive.

"SCHEDULE works for us and for our team. Our employees love, love, love the app. They can get their schedule on their phones and offer up shifts to other team members," shared Harn. "We have a team that floats and works call-ins. SCHEDULE has made it easy for these team members to step in and ensure 100 percent coverage. Not only do they like the system better, but it takes stress off of our managers and myself."

"PeopleMatter's integrated Platform gives industry-leading C-Stores, like Parker's, a competitive advantage in today's ever-changing technology-driven landscape," said Nate DaPore, PeopleMatter President and CEO. "It's a real validation of the Platform to see Parker's making the most of our solutions and seeing such impressive ROI."

About Parker's Corporation

Parker's mission is to be recognized throughout Georgia and South Carolina as the preeminent convenience store operation in the region. The Parker Companies provides a premium shopping experience in a safe, friendly and convenient environment while selling guaranteed fuels and quality products at competitive prices. More information can be found at www.parkersav.com, [@ParkersPumpPal](https://www.facebook.com/ParkerSav) and [facebook.com/ParkerSav](https://www.facebook.com/ParkerSav).

About PeopleMatter

PeopleMatter provides the only comprehensive talent management solution for the service industry. We help employers identify, develop and engage dependable talent to provide exemplary customer service. PeopleMatter's platform of HR tools handles hiring, scheduling, learning, recognition and performance management. Our integrated technology manages the process, so employers can focus on the talent. PeopleMatter. The name says it all. PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peplematter.com, [@peplematterhr](https://www.facebook.com/peplematterhr) and [facebook.com/PeopleMatter.HR](https://www.facebook.com/PeopleMatter.HR).