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## PEOPLEMATTER KNOCKS DOWN PAPER PROCESSES Domino Food and Fuel Team Game For Online Applications

**CHARLESTON, S.C – NOV. 14, 2012** – Elmer Smith Oil Co. subsidiary Domino Food and Fuel, Inc.– a tri-state petroleum and food products distribution chain – and PeopleMatter – the only comprehensive [HR Platform](#) designed specifically for the service industry – announced today a collaboration to automate HR processes with PeopleMatter HIRE™. With 14 locations, the Oklahoma-based convenience store is happily throwing away all paper applications to embrace the new HR software. “Employees literally cheered when they heard the news,” said Amy Smith, Domino Food and Fuel Vice President.

Until the recent implementation of HIRE, Domino Food and Fuel used paper applications and an internal online system to manage onboarding. With a home grown system in place, the company wasn’t necessarily looking for a new program to replace their entire hiring process. However, fellow C-Store innovators resoundingly recommended the PeopleMatter Platform.

“One of the reasons we looked at PeopleMatter was the great references we kept getting,” said Amy. “PeopleMatter clients we knew kept saying, ‘Why aren’t you on there; we told you to get it.’”

One of the biggest benefits for multi-unit companies is the oversight provided by using one Platform to manage processes at every location. HIRE helps the company manage online applications with tools like pre-screening assessments, I-9 verification, background checks and tax credit screenings. Automated onboarding and offboarding are easily integrated and managed from one place.

Hiring managers at the company’s locations needed the ability to share applications. Five of the company locations are within 20 miles of each other. With HIRE in place, the corporate office can easily turn on application viewing between units in close proximity.

“Our stores have different dynamics; some have more truck drivers as customers while other locations have become more like a neighborhood store with regulars who stop in for coffee and the latest news. Each applicant brings their own strengths. People can be the right fit for different locations,” shared Smith. “We can use the pre-screening assessments, filtering capabilities and ability to review all applications at the corporate level to staff each location with candidates who are the best fit. Our store managers are really loving it.”

HIRE’s employee assessment software helps clients — like Domino Food and Fuel — make the best hiring decision. Assessment questions flow directly into the online application, allowing candidates to finish within minutes without leaving the system. Hiring managers see results instantly in a condensed, color-coded report that automatically links to candidate profiles. In-depth breakdowns of candidate strengths and weakness help managers place applicants in roles where they can best succeed.

“The PeopleMatter Platform is specifically designed to meet the unique HR software needs of the service industry and clients like Domino Food and Fuel,” said DaPore. “Our Platform makes it easier and faster than ever to build a great team that provides an exceptional customer experience.”

**About Elmer Smith Oil Co. subsidiary Domino Food and Fuel**

*Founded by Elmer Smith in 1955, Elmer Smith Oil Company is a three-state petroleum and food products distribution chain. Smith spearheaded the expansion of Smith Oil to ownership of four companies employing over 90 people, owning or leasing 17 convenience stores, supplying 35 other convenience stores and service stations, operating 15 transport trucks and distributing fuel over a multi-state area. The name “Domino” originated in the 60s when locals would come play dominos with Smith at the Clinton location. From a single location to a multi-state area, Elmer Smith Oil and Domino, Inc. continue to provide the best service possible, knowing that each customer is the company’s most important asset. For more information visit [dominocstores.com](http://dominocstores.com)*

**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](http://www.peplematter.com), [@peplematterhr](https://twitter.com/peplematterhr) and [facebook.com/PeopleMatter.HR](https://facebook.com/PeopleMatter.HR).*

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