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PEOPLEMATTER STREAMLINES 'WICHCRAFT'S HR PROCESSES Inventive Sandwich Company Selects Innovative Software Service

CHARLESTON, S.C. and NEW YORK CITY, NY – DEC. 4, 2012 – PeopleMatter and national sandwich company 'wichcraft today announced plans to automate 'wichcraft's human resources processes with the PeopleMatter Platform. All 15 'wichcraft locations are making the transition from paper hiring and training practices to one comprehensive, cloud-based HR Platform. With more than 400 employees in their New York, San Francisco and Las Vegas locations, the artisan sandwich company will leverage the technology to further promote the company's cultural values of accomplishment, satisfaction and excitement.

Employees are at the core of 'wichcraft's success. The company has maintained a commitment over its nine year history to give back to the community by hiring and training people passionate about bringing chef quality food in a quick service environment. The company realizes success is about finding the right people to deliver the highest level of service. As the brand continues to grow, the leadership team is embracing the need to provide innovative HR practices. With PeopleMatter, 'wichcraft has an integrated solution with all the tools necessary to meet the company's expanding HR needs.

"We wanted an HR software provider that we could develop a relationship with," said Jeffery Zurofsky, 'wichcraft president and chief executive office. "In PeopleMatter, we found a long-term partner whose brand and values mesh with our own. It's a feature-rich, scalable solution that will grow and evolve as 'wichcraft continues to expand."

People Matter HIRE™ simplifies hiring for 'wichcraft by organizing applicants in one place online and removing repetitive data entry from the processes. Managers can quickly identify the best candidates with pre-screening tools and sorting by role or availability. With easy-to-use I-9 employment verification and onboarding tools, managers rapidly and effectively transition candidates to new hires.

With PeopleMatter LEARN™, it is easier than ever to get new hires up-to-speed on company policies and practices. Previously, 'wichcraft's training was isolated to on-site training. The company needed a system that allowed administrators to track training progress and communicate the requirements for each position in a more dynamic and virtual manner. LEARN helps develop a trained workforce by delivering custom online courses and tests. The software analyzes results and helps managers assign individual tasks and goals.

"The PeopleMatter Platform is designed to meet the HR needs of an hourly workforce of any size," said Nate DaPore, PeopleMatter president and chief executive officer. "It is a scalable solution that satisfies the growing need for engagement tools used by employers, employees and their customers. We look forward to working with a contemporary client like 'wichcraft."



About 'wichcraft

'wichcraft was founded in 2003 by partners Sisha Ortuzar, Jeffrey Zurofsky, and Tom Colicchio, chef and owner of the Craft family of restaurants and head judge of Bravo's Top Chef. The three had a long history of working together in fine dining restaurants such as Manhattan's top-rated Gramercy Tavern and Craft, but this collaboration was decidedly more casual. Together, the team created 'wichcraft, an innovative sandwich service like no other. Known for crafting sandwiches with high-quality, fresh ingredients, 'wichcraft puts a chef's expertise into its menu of sandwiches. Every ingredient is made from real food and nothing is filler, always resulting in a robust and balanced meal for breakfast, lunch, or dinner. To learn more, visit www.wichcraftnyc.com and [@wichcraft](https://twitter.com/wichcraft).

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.peoplematter.com, [@peoplematterhr](https://twitter.com/peoplematterhr) and facebook.com/PeopleMatter.HR.

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