PeopleMatter Media Contact
Joy Capps
843.730.3857
joy.capps@peoplematter.com

TRADITION PAIRS WELL WITH TECHNOLOGY AT THE PALM RESTAURANT GROUP

87-Year Old Fine Dining Restaurant Combines "Palm-Style" Hospitality with the PeopleMatter Platform

CHARLESTON, SC—JUNE 21, 2013 — The Palm Restaurant Group and PeopleMatter today announced the results achieved through automating the fine dining restaurant's human resources processes. By implementing PeopleMatter solutions, The Palm increased applications, and simplified applicant tracking, compliance processes and onboarding — saving $13,672 annually in onboarding costs alone.

With locations around the globe and in major U.S. cities like Boston, Chicago, Dallas, Denver, New York City and Washington, D.C., tradition runs deep for this family-operated, high-end restaurant. When the first location opened in 1926, local cartoonists drew their creations on the wall to help provide decor. Over time the walls became a living museum of cartoons and caricatures for famous celebrities; which can now be found on the walls of all The Palm locations.

The Palm believes in a simple philosophy, "treat guests like family, serve great food and always exceed expectations." Providing world-class customer experiences requires hiring top talent and allowing team members to focus on providing exemplary service. By moving from paper processes to the PeopleMatter Platform, managers spend less time in the back office and new hires begin working on the floor faster.

"Before PeopleMatter, our hiring and scheduling was paper-based and archaic for our hourly team members," shared Marc Hinson, Director of Human Resources for The Palm Restaurant Group. "Applications and scheduling requests would end up in a drawer and get lost forever. With PeopleMatter, hiring and scheduling are much more efficient for managers and team members."

Previously, the company relied heavily on word-of-mouth to obtain applicants for open positions. PeopleMatter HIRE™ increased The Palm's ability to source applicants and quadrupled the average number of applications received per position. Management can now post a unique URL on the company website, to social channels, job boards or printed materials, and they can easily track which sources provide the most applicants.

With PeopleMatter's Facebook App, open positions are automatically made available on The Palm's Facebook page, letting them take advantage of social recruiting to promote individual job openings and locations. Team members can share job openings with their networks on Facebook or other social networks, and applicants can apply right from the The Palm's Facebook page. Select their "Join our Team" button to see how The Palm uses the PeopleMatter Facebook App to showcase open positions.

"PeopleMatter's technology has allowed us to increase our hiring," said Hinson. "We average three more employees in each of our locations. This is due to being able to hire the staff we need

quickly. In the past, we had vacancies that took longer to fill due to the old methods. Better methods have resulted in better staffing."

The applicant tracking system in HIRE — complete with built-in online screening and onboarding tools — makes hiring quick and easy while saving time and money. By using the Platform, The Palm reduced hiring time for management roles by 30 percent. The company also saves an average of $1,139 per month in onboarding labor costs.

"I love that we can filter and screen applicants so quickly with PeopleMatter," Hinson explained. "All of the information is there and easily accessible. I don't have to back out of the system to send an email or forward a resume. I can do whatever I need inside the system. I totally dig the 'one stop shop' aspect."

The hire-to-retire Platform was a key factor in The Palm's decision to select PeopleMatter. The Platform's three modules — HIRE, PeopleMatter LEARN™ and PeopleMatter SCHEDULE™ — were designed and built to manage the full talent life cycle. Clients have the ability to manage hiring, training and scheduling from the same online system.

A traditional Excel spreadsheet was used for scheduling at The Palm. During their search to automate processes, they looked for a progressive system that could communicate with their employees. They have been rolling out SCHEDULE to select locations and will roll it out system wide at the beginning of the third quarter.

"Knowing what the schedule module was capable of made the Platform more attractive," said Hinson. "Now that we're using it, we've experienced that it is all that we hoped for and more."

"Our management team had a little resistance the first month, now — nine months later they can't imagine life without it," Hinson continued. "Our managers can't wait for the next stages we're rolling out with the Platform."

"PeopleMatter built a comprehensive HR Platform focused on the hourly workforce to fill a void in the service industry," said Nate DaPore, PeopleMatter President and Chief Executive Officer. "I personally love The Palm. In fact, I'm a member of their 837 Club for frequent guests. They are highly respected and well known for providing a fantastic dining experience at every location. I am honored that we can support and contribute to their continued success."

About PeopleMatter
PeopleMatter provides the only integrated human resources management solution specifically built to serve hourly workforces in the service industry. Our easy-to-use online Platform helps hire, develop, schedule and engage dependable talent. At PeopleMatter, we strive to change the way the hourly workforce works by delivering tools that catalyze the innate human drive to make a difference — because happy, engaged managers and employees lead to exemplary customer service. PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peoplematter.com, @PeopleMatter and facebook.com/PeopleMatter.HR.

###