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# THE ALLEY WENT FROM ZERO TO 60 WITH PEOPLEMATTER

## One-of-a-Kind Concept Started On The Right HR Platform

**CHARLESTON, SC** — **SEPT. 30, 2013** — PeopleMatter today announced The Alleys' success in launching the company's human resource process from the ground up with PeopleMatter HR solutions. The Alley is a Charleston entertainment experience that offers dining, a full bar and a wide array of games including bowling, skee ball, vintage video games and ping-pong. The Alley quickly and easily went from having zero employees to being fully staffed within less than four weeks. The PeopleMatter Platform provides hiring, training and scheduling software designed to meet the unique needs of today's hourly workforce.

The Alley's Co-Owner and Operator, Jimmy Poole previously opened a bowling alley in Raleigh, N.C. However, the Charleston company is his first venture into the restaurant business. "I wanted to try something different and wanted to find a technology partner that would get me there," shared Poole. "There is a massive mountain of paperwork when you have to open a restaurant from scratch. I knew organizing all of it wasn't going to be one of my strengths. When I saw the demonstration — and how the entire process could be managed online — I was sold."

The Alley opened for business in Nov. 27, 2012. However, the company started accepting applications through PeopleMatter in the beginning of November. The Alley received approximately 100 applications through the online system. With PeopleMatter's applicant tracking and hiring assessments, managers were able to identify the applicants who best met the new company's needs.

 "If we post an ad on Craigslist, I'll get 500 emails," explained Poole. "By only taking applications through PeopleMatter we narrow it down to 50 or 60 quality candidates. When you accept resumes by email, what you receive can be all over the map. You can tell a lot about applicants by reading what they write in the online application and by reviewing their job fit score."

PeopleMatter's 24/7 online access allows The Alley's team to review applications anywhere, anytime. HIRE also automates and manages the company's onboarding, I-9 verification and tax credit screening. All their HR data stored in one online database can be easily accessed and helps to maintain regulatory compliance.

"One of the best things about having clients near PeopleMatter's Charleston office is that we are able to be a part of their success in multiple ways," said Nate DaPore, PeopleMatter President and CEO. "Our software helped The Alley get up and running, and our team is part of their customer base. We've hosted company events at The Alley and our team members have become raving fans."

**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.*

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