



# Gategourmet

---

## Case Study





## Gate Gourmet Soars to New Heights with Online Reference Checking Program

**Gate Gourmet** ([www.GateGourmet.com](http://www.GateGourmet.com)) is the leading independent provider of airline catering services. It has 27,000 employees; 13,000 are located in North America. Out of those 13,000 employees 10,000 are union/hourly employees and the remaining balance of 3,000 have exempt status. It was this latter group that prompted Gate Gourmet to turn to Chequed ([www.Chequed.com](http://www.Chequed.com)) for assistance.

### Defining the problem

High recruitment volumes were causing reference checking headaches. "In 2013, we hired 681 people," Lisa Johnson, Director Recruiting, North America for Gate Gourmet, says. "We have a very high volume of recruiting with at least 125-130 open requisitions on a regular basis across North America. And, with six recruiters and no IT assistance, reference checking was becoming a cumbersome challenge. We needed help."

681

Hires

130

Open Reqs

6

Recruiters

0

IT Support

0

Number of people with time  
to reference check


By choosing Chequed.com, Gate Gourmet  
didn't just get a vendor, *they got a partner.*

## Selling the concept

After attending an industry conference, Johnson learned how using an online reference checking program could reel in references. "It was an exciting 'aha' moment for me," she says. Now, Johnson had to get to work on selling the concept and develop a proposal that would demonstrate a valuable ROI to key decision makers who would likely view this new expense as a luxury. However, the sell was easier than expected. The timing was right and management was ripe to make a move. They agreed that a change was needed. They also wanted to ensure the company was in compliance and crossing all their t's. "After all, the cost of one lawsuit for a reference done incorrectly, would blow the cost of implementing an online reference checking system out of the water," she says.

## Making the choice

Johnson researched several online reference checking solutions. She said that in the end, the choice was clear. "While things like price point and features were similar among competitors, what really convinced me to choose Chequed were the amazing number of unsolicited responses from other HR professionals as well as reference checks that we conducted. In the end, the deciding factor came down to the raves received about their customer service. This was a key factor for me," Johnson says. "As a leader implementing an innovative process into our culture, failure was not an option, and we needed to rely on customer service to help us get this off the ground successfully. We didn't just want a vendor, we wanted a partner. And that's what we got."



*We Needed a Partner,  
not a vendor,*

## Getting it off the ground

As the leading independent airline catering service provider, Gate Gourmet knows a thing or two about "getting things off the ground." So, when the time came for it to launch Chequed.com's online reference checking solution, it was ready for action. However, the process was much simpler than anticipated. Johnson says that she and her assistant tested the program first. Within less than an hour, they were fairly confident that they could roll it out to their recruitment team. They conducted an initial training that lasted about 45 minutes. After that, Johnson recalls getting perhaps two follow-up calls with minor questions. "The implementation was quite painless," she says. "And, customer service has truly been stellar. Our account manager is extremely responsive. We have not been disappointed at all."

## Seeing it in action

Johnson shares a real-life scenario. Recently, Gate Gourmet added a highly visible role to its global legal team. The final candidate selection came down to two candidates. Both were equally technically qualified. Once all of the references were completed, the comments provided by the references that were summarized in the key insights section impressed the hiring manager, separating the two candidates, and ultimately lead to a successful decision. Additionally, Johnson says that Chequed.com has brought additional value in the selection process. "Previously, we only used the reference check at the end of the selection cycle as a validation tool for the opinions gathered in the interview. Now, once we have narrowed down the candidate pool, the final few candidates are reference checked. This gives us even greater insight into the candidate's background and fit into our culture."



## Enjoying the benefits

Johnson admits that at first she was skeptical that the return rates on reference checks would not be as robust as initially reported. However, she was pleasantly surprised. "Our return rate consistently averages between 85 and 90 percent. That's very impressive," she says. In addition, the recruiters love it because it takes a lot off their plate. They now have, on average, at least an additional five to six hours per week to devote to other important recruitment activities. In addition to the time-saving benefits, the ability to customize questions specifically designed to their company values was also key. "For example, 'urgency' is part of our daily corporate culture," Johnson says. "We are able to design reference checking questions that garner unbiased answers, while getting a real feel for how a candidate will react in the face of urgency." Recruiters also seem to find great value in the key insights feature. In addition to the visual checks and colors that can be viewed in-a-glance, they find the comments' summary extremely useful. "It brings it all together making the reference check just that much more robust," Johnson says. "It's really made a significant difference and clearly demonstrated its ROI."

## Facts at-a-Glance

- Recruiters save about five to six hours of time per week
- Return rate on references averages about 85 to 90 percent
- Online reference checks add critical data to help our managers make better hiring decisions
- Company is more compliant
- Quick implementation time
- Impressive customer service
- 38x ROI through Turnover Risk Mitigation in first 9 months of use

# Gategourmet STATS

**85.08%**

Average reference completion rate



**33hrs**

Average completion time



**681**

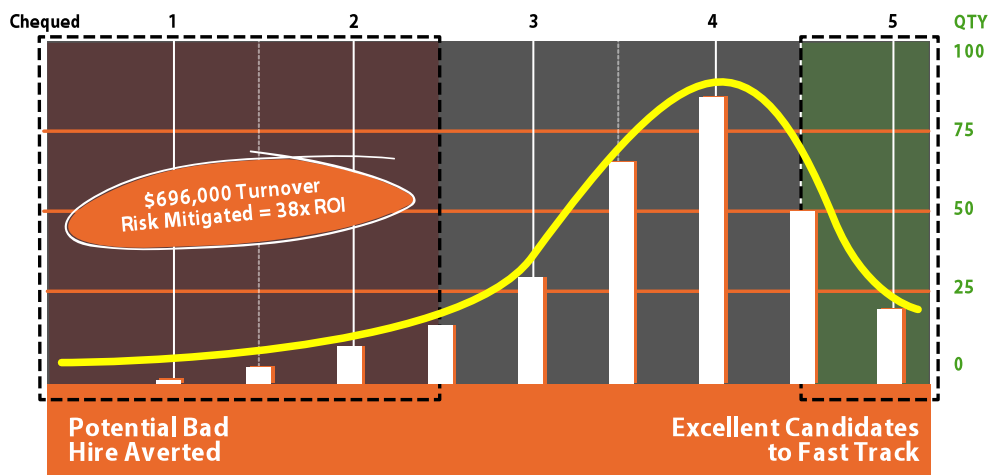
Number of hires

**24%**  
Reference opt-in to talent pipeline



**2500**

Recruiter hours saved annually



www.chequed.com • (888) 412-0699

