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PeopleMatter Achieves Record Growth in New Sales, Locations Served and Applications Processed in 2013

38,000+ Retail, Foodservice and Hospitality Locations Selected PeopleMatter's Unified Platform for Workforce Management

CHARLESTON, SC — JAN. 28, 2013 — [PeopleMatter](#), provider of the only cloud-based workforce management platform built on one code base specifically for the service industry, is pleased to announce a record year of company milestones fueled by exponential customer growth, the acquisition of PeopleClues, and increased industry-wide product and mobile adoption. More than 38,000 retail, foodservice and hospitality locations have selected PeopleMatter's unified platform to hire, learn and schedule their hourly workforce.

A "Who's Who" listing of national brands with corporate and/or franchise locations joined the PeopleMatter family in 2013, including Jiffy Lube, Five Guys, Moe's Southwest Grill, Wendy's, Bruegger's Bagels, Firehouse Subs, IHOP, Buffalo Wild Wings, Kids Quest, Medieval Times, Hollywood Wax Museum, Tedeschi Food Shops, Sequoia Golf, Hampton Inn & Suites, Holiday Inn Express, Marriott, Comfort Inn, Price Cutter, Save-A-Lot and Summer Fresh Supermarkets. Both new and existing customers alike consistently express appreciation for the way PeopleMatter provides exceptional customer service and values client input.

Ninety-one percent of all people on earth have a mobile phone, and mobile ownership and usage statistics are highest among 16-34 year olds, the largest-growing workforce demographic group for service-industry businesses. The PeopleMatter App, available for free on Android and Apple products, achieved a 621 percent increase in registered mobile devices in 2013. With praise from employers and employees alike, the app is positioned for even greater growth in 2014 as PeopleMatter continues to expand the app's mobile capabilities with each quarterly software release.

PeopleMatter [HIRE](#)™ is helping the biggest brands in the service industry find, screen, hire and onboard the best candidates. In February 2013, the PeopleMatter Platform™ processed its one-millionth job application since the product's original launch in 2009. In the following 11 months, an additional one million job applications were processed.

PeopleMatter [LEARN](#)™ is changing how companies train their employees on an ongoing basis. With training completed in LEARN, companies increase their confidence in team members' ability to provide the best possible service to their customers. Milestones for 2013 include:

- 1.1 million Courses Taken
- 2.9 million Minutes of Training Videos Watched
- 16 million Pages of Training Documents Read

The acquisition of PeopleClues, a global provider of pre-employment screening assessments, integrated assessments within the PeopleMatter system to help employers select the best fit candidates based on scientifically-proven methods. More than two million PeopleClues assessments were completed in 2013 – a huge milestone for the Company. In addition to being available within the PeopleMatter Platform, PeopleClues assessments are available through CareerBuilder, Insperity, Avionte and Prophecy.

PeopleMatter proudly partners with forward-thinking clients seeking to improve operational efficiencies and increase their bottom lines using innovative technology solutions. Four years in a row, a PeopleMatter customer has been named the Convenience Store Chain of the Year by Convenience Store Decisions. These winners – Tedeschi Food Shops, Thorntons Inc., Rutter's Farm Stores and Nice N Easy Grocery Shoppes – were selected for being retail leaders, innovative marketers, committed to employees and completely driven by a service-first mantra to satisfy their customers.



Continuing this innovation in 2014 will be key for companies to effectively leverage industry trends and changes in the marketplace – such as the Affordable Care Act, I-9 legislation changes and social engagement. PeopleMatter will bring together clients, industry leaders and HR influencers in May at [Collaborate 2014](#) to help the service industry build a better understanding and business strategy for the future. As a keynote speaker at the event, HR thought-leader Steve Boese is certain to provide attendees new insights about connecting with today’s workers in the modern workplace.

“2013 was a monumental year for PeopleMatter,” said Nate DaPore, PeopleMatter President and CEO. “We work with an amazing group of customers who believe that innovative technology can fundamentally improve their businesses. Together, we are proudly changing the way employers and employees interact in the workplace and making it better – one employee, one customer, one location at a time.”

About PeopleMatter

PeopleMatter is a powerful and complete workforce management platform designed to fit the specific needs of service-industry brands. Our complete set of mobile, workforce solutions and business analytics tools connect processes, employees, and customers in entirely new ways. Automating and optimizing people processes since 2009, PeopleMatter helps more than 38,000 service-industry locations thrive through better efficiency, engagement and customer satisfaction. PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peplematter.com, [@peoplematter](https://twitter.com/peoplematter) and facebook.com/PeopleMatter.HR.

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