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The Jersey Mike's Talent Playbook: The HR Tech Saving Time & Money for Franchisees

Whether you operate one location or oversee thousands, it's no easy feat to successfully run a franchise. Rather than relying on multiple, disparate technology systems, top Jersey Mike's franchisees are moving toward unifying data with a consolidated end-to-end platform.

Jersey Mike's is proud to offer
our Gluten Free
alternatives. Please be aware
that they are prepared in
the same space as our
bread. Intended
cross-contamination is possible.



Jersey Mike's: From Hometown Sandwich Shop to Hottest Franchise

Headquartered in small New Jersey shore town, Jersey Mike's Subs is a submarine sandwich chain headquartered in Manasquan, NJ. As #3 on Entrepreneur's 2023 Franchise 500, the organization uses a franchise business model with approximately 2,000 stores across the United States and rapid plans for growth. There is a Jersey Mike's restaurant in all 50 states.

Leading franchisees of nearly 1,000 locations partner with Harri to attract, hire, and manage their workforce and drive operational efficiency.

Many of those franchisees shared their stories and together we created a complete talent playbook so you can learn the strategies and HR tech being used by these operators today.



Franchise Operations in a Challenging Landscape

84.9% turnover

is the hospitality average far outweighs the national average of 47.2%

7 in 10

operators are short staffed

40-year high

inflation rates continue to impact rising labor costs

70% of talent leaders

say that hiring went from a recruiting priority to an operational priority in the last year

The Jersey Mike's Talent Playbook

Getting Tech-Savvy to Succeed: Jersey Mike's attributes growth to its investment in tools that automate processes and streamline operations for franchisees. Jersey Mike's needed a technology partner built to solve unique industry challenges and found a one-stop shop to manage every aspect of day-to-day team operations with Harri.

The strong partnership keeps functionality innovative and aligned to what a franchisee needs to succeed. A fully interconnected employee experience gives crew members, managers, and franchisees a single point of connection to the business. Scott Scherer, Jersey Mike's CIO, shared, "we worked closely with Harri to help them build the components that make it franchise friendly".

We'll let the franchisee owners and operators share their experiences as we walk through their playbook to operational success.



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Step 1: Source the Future of the Franchise

300% faster hiring came as a result for Jersey Mike's franchisee, MP Squared Subs when they chose to consolidate a workforce management tech stack of 6 unique tools into a single platform for talent attraction and employee engagement in Harri.

Talent Attraction

Jersey Mike's understands today's frontline workers and how to attract ideal candidates eager to grow within the organization. Integrated talent attraction tools make it easier to reach, recruit, and engage active and passive candidates and form the connections that lead to high-quality candidates.

Jersey Mike's meets the modern candidate's desire for connection and growth with its famous "A Sub Above" ethos throughout the career exploration experience. Career sites highlight the organization's brand and values of being a part of a bigger whole and having the desire to give back with authentic testimonials and examples like its Month of Giving when nearly 2,500 Jersey Mike's restaurants donate all sales (not just profits) to a cause chosen by local store owners.



Justin Feuerborn came into Jersey Mike's for a sub in 2011 and ended up joining the team as a part-time line employee. The franchisee he worked for, Michael Spiegel, supported and mentored Justin as he rose from an hourly employee to manager to certified trainer. After learning the business and observing Michael's style of leadership, Justin became interested in opening his own store. This year at 26 years old, Justin opened his first store in Overland Park with Michael.

— Jersey Mike's corporate career site

Job postings are simple to create for any role a franchise looks to fill and easy to post on effective job boards or social channels. Each job description highlights just the right detail to call in a qualified applicant while remaining true to the brand consistency people see on the career sites and application process.



I posted a job during a Harri training session and had an applicant with an interview scheduled in under 24hrs.

— Jordan Doery
Owner of JM Doery Inc. DBA Jersey Mike's

The Tools Harri Offers to Help

- Career branding
- Multi-Channel Job Broadcasting
- Employee Social Referral
- Customized Applicant Flows
- Conversational AI Chatbot
- Candidate CRM

Applicant Tracking

Once they hook applicants, Jersey Mike's franchisees streamline recruitment efforts with the hospitality-centric applicant tracking system Harri offers to continue the experience for talent and hiring managers. Candidates get a great first impression of hiring when teams can quickly organize, screen, interview, and hire talent for various roles.

For any friction that might cause someone to drop the process entirely, the Carri chatbot serves as a conversational ambassador between the Jersey Mike's team to guide talent through every stage of their hiring journey with a quick text. When franchise owners and operators have a clear view of where each and every candidate is in the process at all times, the candidate experience has room to thrive. The result is more accepted offers, quicker resolution of vacancies, and eager talent ready to get started and make an impact.



We have multiple levels of managers that take part in the hiring process, so we often have up to five people reaching out to candidates every day. Candidates are quickly progressing through the swimlanes, so I think it's useful that every day, any of our managers can log on and just help the process along by picking up right where they left off. Hiring can be complex and if it's left up to memory, a lot of the time you're left wondering "where did this candidate end up? Did somebody call this person before?" With Harri, we know exactly what's going on with every candidate because of the notes, features, and labels in the applicant tracking system.

– Shayla McKinney

Regional Operations Manager at Kruwi's Management LLC
20 Jersey Mike's locations

The Impact Franchisees Feel



With Harri, I can see everything I need in one place; I can instantly post a job ad, look at who we're interviewing today, and do all these things that you'd never know were done on paper before. I would consider the biggest return on investment from Harri to be the consolidation of technology.

– Josh Barton

Owner of Barton Franchise Group
4 Jersey Mike's locations and 3 Handel's Ice Creams



The Tools Harri Offers to Help

- Screening & Interview Management
- SMS Candidate Communications
- Video Interviews
- Assessment & Background Check Integrations
- Hiring Manager App

Onboarding

Jersey Mike's franchisees excite new hires and prepare them for their first day on the job with an efficient onboarding process. Upon job offer acceptance, new hires can complete their onboarding documentation from any device so that day one can be all about training. Digitized onboarding gives franchisees confidence that all documentation is centralized, safeguarded, and stored in an evergreen management system. To create an even more seamless hiring journey, franchisees can also send offer letters, onboarding links, and WOTC screenings via the Carri chatbot.



The Impact Franchisees Feel

// We don't need new hires to be in the store to do their onboarding paperwork. They can complete all of it digitally and on day one, we can just focus on orientation and training—now we know that all new hires are fully onboarded and have everything completed with E-Verify.

– **Shayla McKinney**
Regional Operations Manager at Kruwi's Management LLC
20 Jersey Mike's locations

// Harri prevents you from having an employee start work who hasn't finished filling out their onboarding paperwork. It forces us to make sure we dot our i's and cross our t's before we get someone working in the store.

– **GR Waldrop**
Owner of Walcorp LLC
15 Jersey Mike's locations and 4 on the horizon for a total of 19 by the end of 2023

// Before we had Harri, getting my operators to properly complete the onboarding process was something we had trouble with. They were using pen and paper, scanning documents, and then sending them to a Human Resources Director, which was so tedious. Harri has really helped eliminate that. Now, onboarding is easy and we know that we're doing it the correct way – there's no way for operators to get around it.

– **Jeremy Langan**
Florida Operations Director of GHWB
30 Jersey Mike's locations

The Tools Harri Offers to Help

- Digitized Onboarding System
- Workforce Eligibility
- Payroll & HRIS Integrations
- Conversational AI Chatbot
- Document Management

Step 2: Manage a Savvy and Loyal Workforce

312 hours saved building schedules each year when general managers at Jersey Mike's franchise MPSquared Subs gained greater visibility into performance, labor cost, and employee availability.

Scheduling

Many Jersey Mike's franchisees manage labor and scheduling across multiple locations. This requires a clear view into each location's peak service hours, employee schedules, and compliance with legislation such as minor labor laws, overtime, and Fair Workweek. Harri's smart scheduling system automatically generates schedules based on labor compliance, employee performance, shift preferences, service demand, and much more.

To further optimize scheduling functionality for the Jersey Mike's business model, Harri worked with the corporate team to create Activity-Based Scheduling. This enabled operators to schedule according to their bread count, which provided more accurate labor forecasts and ultimately reduced their labor costs by up to 4%.

The Impact Franchisees Feel



A beta group of franchisees collaborated with Harri to create a multi-unit view on the desktop. This enabled franchisees with, say, 10 stores to view and compare performance data of all 10 stores at once.

– Scott Sherer
Jersey Mike's CIO



Before using Harri, I faced numerous challenges such as difficulty tracking labor, managing time off requests, and keeping track of employee availability. These challenges often led to scheduling conflicts, missed shifts, and frustrated employees. However, since using Harri, these pain points have been resolved. Harri's scheduling features have streamlined the scheduling process, making it easier to create and adjust schedules based on employee availability and workload requirements.

– Adam Fraser, Owner/Operator of DF Subs
3 Jersey Mike's locations

The Tools Harri Offers to Help

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- Workforce Eligibility
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Time & Attendance

With Harri's biometric time clock, Jersey Mike's team members clock-in and out of shifts using facial recognition technology to eliminate the risk of buddy punching and time theft. This engaging system is a centralized place for managers to oversee meal breaks and time deductions, while relaying important communications to employees.

Franchisee owners and operators gain visibility into labor broken down into scheduled hours by location and the necessary reporting to prepare for any compliance audits.

The Impact Franchisees Feel

\$11,000 in labor cost savings per location

came from the ability to efficiently staff shifts at MPSquared Subs.

"We were excited to transition to this all-in-one platform and I really liked how the time clock and scheduling system worked together. We have locations in three states, so we are dealing with managing different labor laws that are very unique to each state. A key piece for us is that we can really manage and do a deep training on schedule writing based on what managers are scheduling and what actually happened throughout that week.

– **Shayla McKinney**
Regional Operations Manager at Kruwi's Management LLC
20 Jersey Mike's locations

"As a multi-unit operator, Harri definitely makes my life easier and more efficient because everything is in one place. I can view reporting of all of my stores and even transfer employees from store to store.

– **Jeremy Langan**
Florida Operations Director of GHWB
30 Jersey Mike's locations

"I knew Fair Workweek was coming—I tried to rationalize the idea of managing compliance manually by spending a lot of time every week to determine if employees clocked in and out of their break when they were supposed to or if we made a change and denoted it. I can't even quantify or imagine all of the soft costs it would have required to successfully keep track of something like that without having a system like Harri.

– **Kevin Gancarz**
Director of Operations at MPSquared Subs

The Tools Harri Offers to Help

- Communications, Feedback, & Announcements
- Biometric Time Clock
- Meal Break & Deduction Management
- Timesheet Compliance

Engagement & Team Communication

Jersey Mike's franchises keep career mobility, guest experience, and team efficiency at the forefront of the employee experience with engagement and team communication in Harri. Custom message groups, a TeamHub newsfeed, multi-channel notifications, the Harri Live application, and the TeamLive Mobile Apps help Jersey Mike's teams stay connected and collaborate effectively.

With engagement in the same workforce management platform that keeps scheduling, time, and attendance running, franchisees can communicate widely across locations or segment messages by unit. A dedicated mobile app allows managers and team members to connect easily on their phones and tablets about everything from shift questions and availability to store-focused initiatives.

The Impact Franchisees Feel

250+ part-time employees became franchise owners across the Jersey Mike's as a result of an investment in employee mobility and career growth.



We're all about making sure that everyone stays engaged by reminding them that there's always opportunity for them. With Harri, we keep our crew in the loop on everything that's going on in front of their eyes and behind the scenes.

– GR Waldrop

Owner of Walcorp LLC

15 Jersey Mike's locations and 4 on the horizon for a total of 19 by the end of 2023



As we grow, I don't want to have to go into several different group chats copying and pasting messages. We've used group messaging apps in the past, but from an above-store standpoint, we didn't have the visibility or control that we needed into employee communications. Now our messaging is centralized all in one place and we have the necessary communications restrictions on as well as the visibility we need. I can see who actually views messages and I can restrict crew members from responding to those top-down communications to prevent any back and forth.

– Jeremy Langan

Florida Operations Director of GHWB

30 Jersey Mike's locations



Harri's communication features have significantly improved communication among my team. The software provides a centralized platform where employees can easily communicate with one another without the need for sharing personal information. This has resulted in improved team collaboration, increased efficiency, and reduced miscommunication.

– GR Waldrop

Owner of Walcorp LLC

15 Jersey Mike's locations and 4 on the horizon for a total of 19 by the end of 2023

Ensure Franchise Consistency With an All-in-One Workforce Management Solution Built for You

Multi-location franchisor success depends on clear data, simple workflows, and technology that feels consistent for both staff members and talent. Harri's workforce management solution zooms out to highlight key data insights across all aspects of the business, enabling operators to identify trends and dive deep into location-based information based on what they need most.

[REQUEST A DEMO](#)

Harri offers a next-generation frontline employee experience platform built for companies with service at their business's heart. Join over 20,000 restaurant and hotel locations and four million hospitality employees globally using Harri's suite of talent attraction, workforce management, employee engagement, and compliance technologies.

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