



Hiring top leadership talent in 4 days with Generative AI

How Another Broken Egg Cafe cut hiring costs by 52% while boosting General Manager job satisfaction.



“Nothing short of right is right”




Howie-Alice Jones
Recruitment Manager
ABEC

Business type

 Full Service

Headquarters

 Orlando, FL

Location count

 100+

Another Broken Egg Cafe (ABEC) is a southern-inspired breakfast, brunch, and lunch destination known for its craveable dishes and craft cocktails.

Offering everything from chef-driven breakfast plates to hand-crafted drinks and a full bar, ABEC was recently nominated as one of the top brunch spots in the nation. With only 40 locations in 2022, they’ve now grown to over 100+ and counting.

With a commitment to quality, ABEC knew that they had to hire the best in order to be the best.





“LANDED feels like having an **extra set of hands** to support our managers so they can stay **focused on creating exceptional guest experiences.**”



Howie-Alice Jones
Recruitment Manager
Another Broken Egg Cafe

Growing pains for a growing brand

Another Broken Egg Cafe was growing fast—doubling their footprint in just a few years. But with growth came growing pains. General Managers (GMs) were bogged down in hiring: sifting through piles of applications, trading emails with candidates, and waiting days just to coordinate interviews.

The process was slow, manual, and pulling leaders away from the floor—where they belonged, connecting with guests and supporting their teams. Top candidates were slipping away to quicker competitors, and the constant pressure to stay staffed was taking a toll.

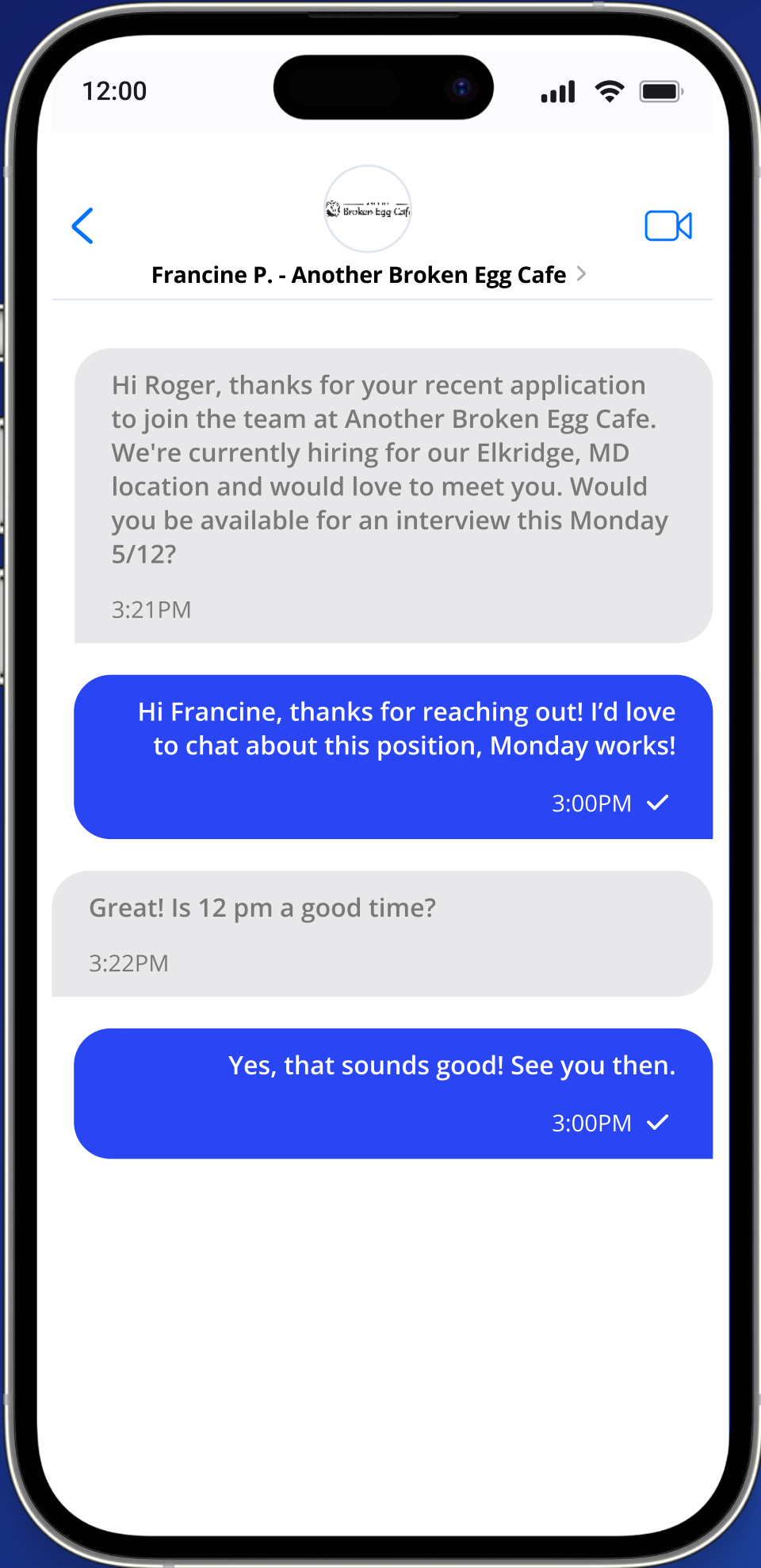
Hiring costs also skyrocketed, especially when it came to finding and securing experienced GM talent. Without an efficient way to source and vet high-quality leaders, ABEC was spending more but getting less—and existing GMs were left stretched thin, risking burnout and impacting service quality.

→ ABEC's hiring costs skyrocketed, while GMs struggled with burnout.



Better Hiring, Happier GMs

“Since bringing LANDED on, hiring has become so much easier and more efficient. Our General Managers are happier, they’re spending more time with their teams and guests, and we’re seeing stronger candidates come through the door.”



Boosted GM Satisfaction

By automating time-consuming tasks like candidate vetting, resume review, and interview scheduling, ABEC’s GMs were able to save hours each week—time they could reinvest into mentoring their teams and delivering the brand’s signature Southern hospitality.



Expert Ad Spend Strategy

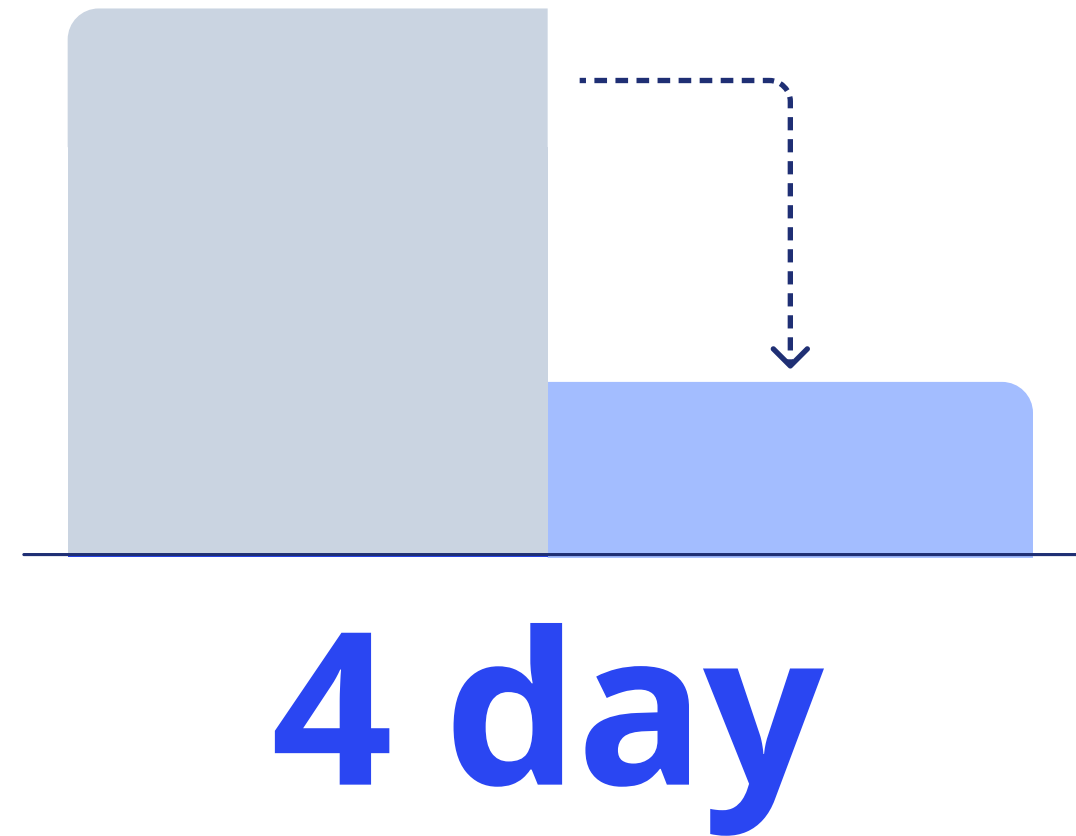
LANDED’s Client Strategy team boosted candidate volume and quality by creating, posting, optimizing, and geotargeting both free and boosted job listings on 80+ job boards and social media platforms.



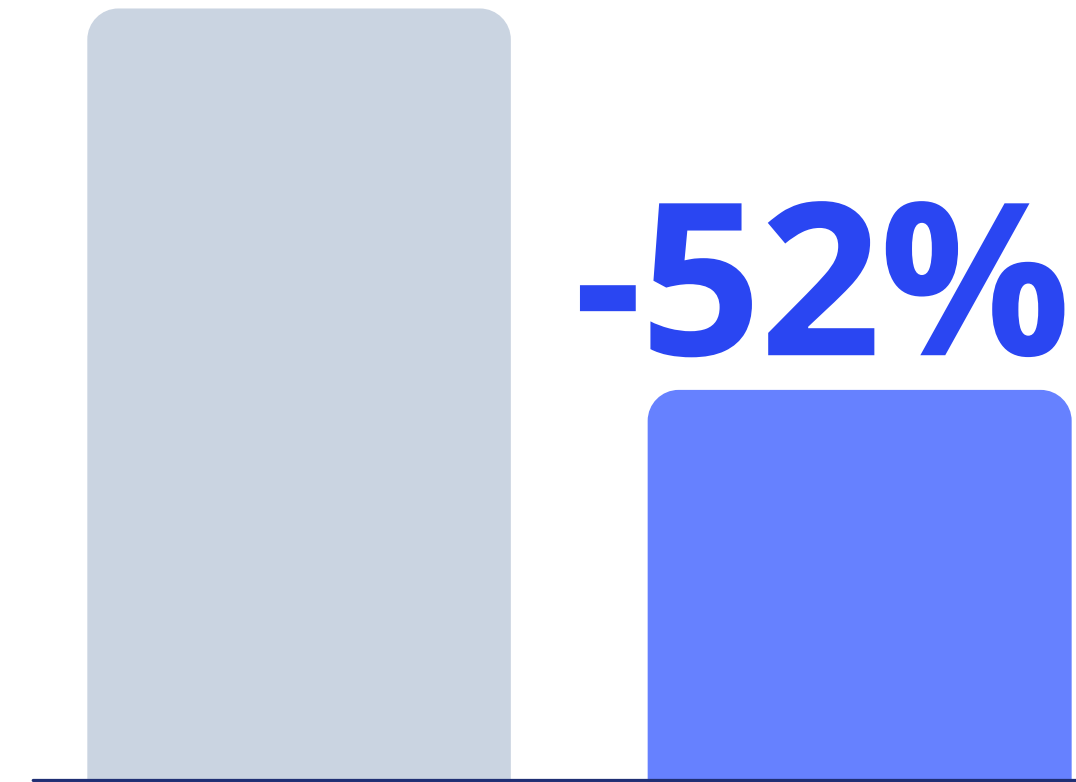
User-Friendly ATS & Cal Integration

LANDED served as ABEC’s ATS—with no manual management necessary. The user-friendly interface integrated seamlessly with all candidate vetting, engagement, and scheduling, ensuring GMs didn’t have to lift a finger.

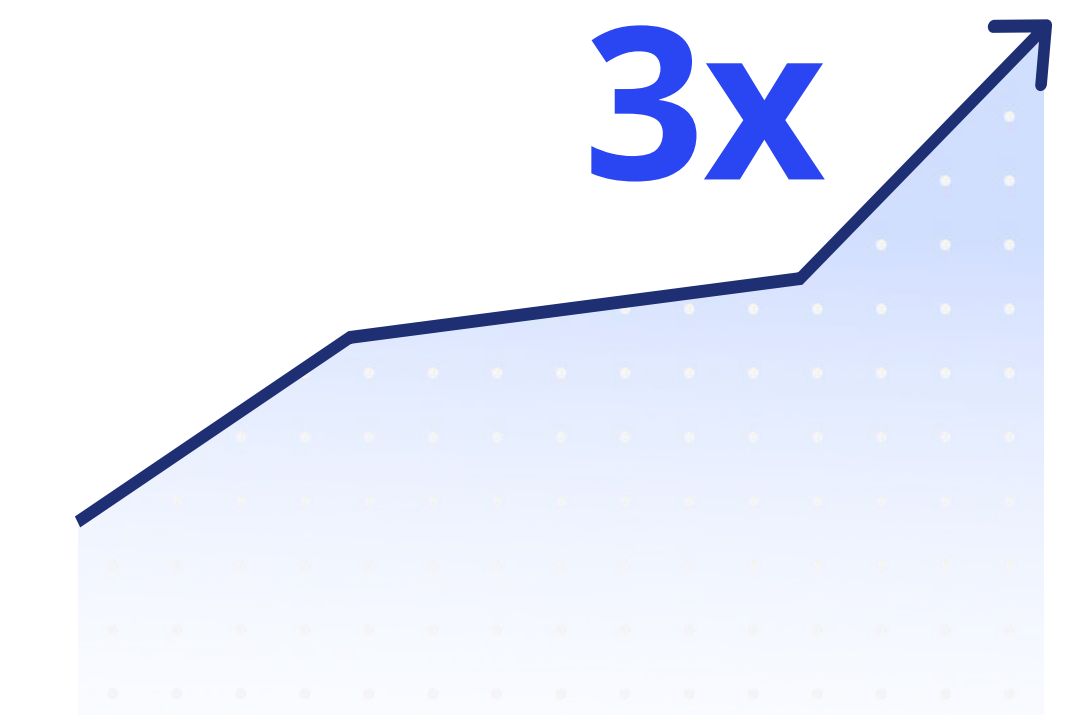
The Results



Time-to-hire,
reduced from
1+ week



Cost-per-hire
reduced by **52%**
for **management**
positions



The industry
average **interview**
attendance rate



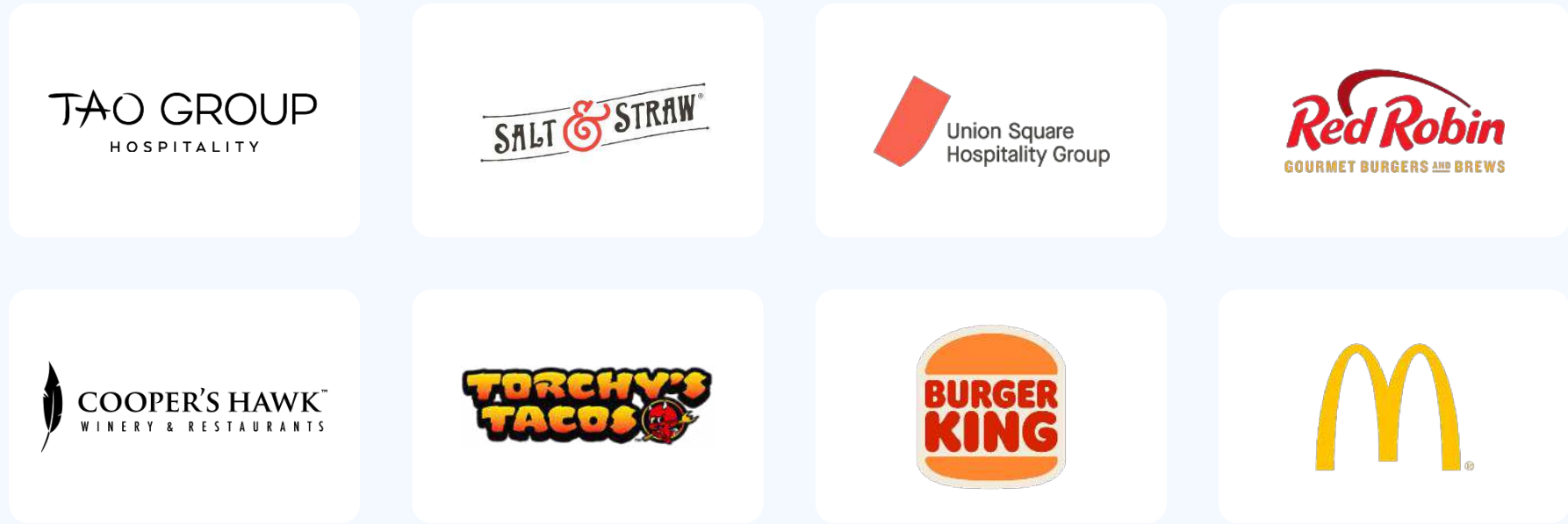
Saved for GMs
each month

90%

of ABEC's GMs said LANDED **significantly**
improved their hiring process

Human-centric hiring. AI-powered efficiency.

Join hundreds of leading hospitality brands that trust LANDED to hire better, faster.



Learn more →



Sources top-notch talent from **80+ job boards and social media platforms** for maximum reach and volume.



Generative AI responds to candidates instantly—fully customized to your brand voice, so every interaction feels on brand and on point.



Automated candidate engagement and reminders for higher response rates and lower ghosting rates, **in any language.**



Dynamic Screening adapts to each GM's needs, prioritizing top candidates when time is tight, and expanding the funnel when more volume is needed.



Seamlessly integrates with your ATS, HRIS, calendar, and email, cutting toggle tax, boosting visibility, and keeping candidate data neat and tidy.