

# DIG

## Saving GMs 40 Hours Monthly: A Recipe for Faster, Smarter Hiring

How DIG transformed their hiring process to save time and boost General Manager satisfaction.





# Rooted in real food. Powered by real connection.



**Alyson Basso**  
VP of Ops Services  
**DIG**

**Business type**

 Fast Casual

**Headquarters**

 New York, NY

**Location count**

 10-50

Born in NYC and built on the belief that real food and real people matter, DIG set out to bring back the soul of home cooking, one roasted sweet potato at a time. Every dish is made from scratch, with ingredients that start on the farm and end around the community table.

But DIG’s mission goes beyond the plate. It’s about people—growing future leaders, building careers with purpose, and creating a culture grounded in hospitality, inclusion, and hands-on mentorship.

As the brand expanded, they needed to protect General Managers’ time and allow them to focus on what really mattered: leading teams, developing talent, and delivering standout guest experiences.



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“LANDED is a **reliable tool** that all of my Chef Operators and Chef de Cuisines to use in their restaurants to **save time**. It allows our restaurant leaders to focus on other things, like **preparing for a good interview.**”

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**Alyson Basso**

VP of Ops Services

**DIG**



# Reclaiming time for **service, culture, and growth**

As DIG expanded, a flood of job applications came with every restaurant opening—and GMs were left to shoulder the entire hiring process on their own. Between reading resumes, screening candidates, playing phone tag, and juggling interview logistics, hiring started to feel like a second full-time job.

Hiring for hourly roles was draining their energy and pulling them away from the heart of their role: coaching team members, elevating service, and preserving the quality of DIG's signature home cooked meals.

This hiring burden was burning GMs out and pulling them away from what mattered most. DIG needed a solution that could speed things up, without cutting corners or compromising the high standards they hold for their people.

→ GMs faced burnout from hours of manual tasks, such as candidate sourcing and resume vetting.

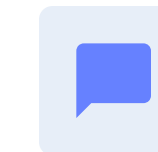
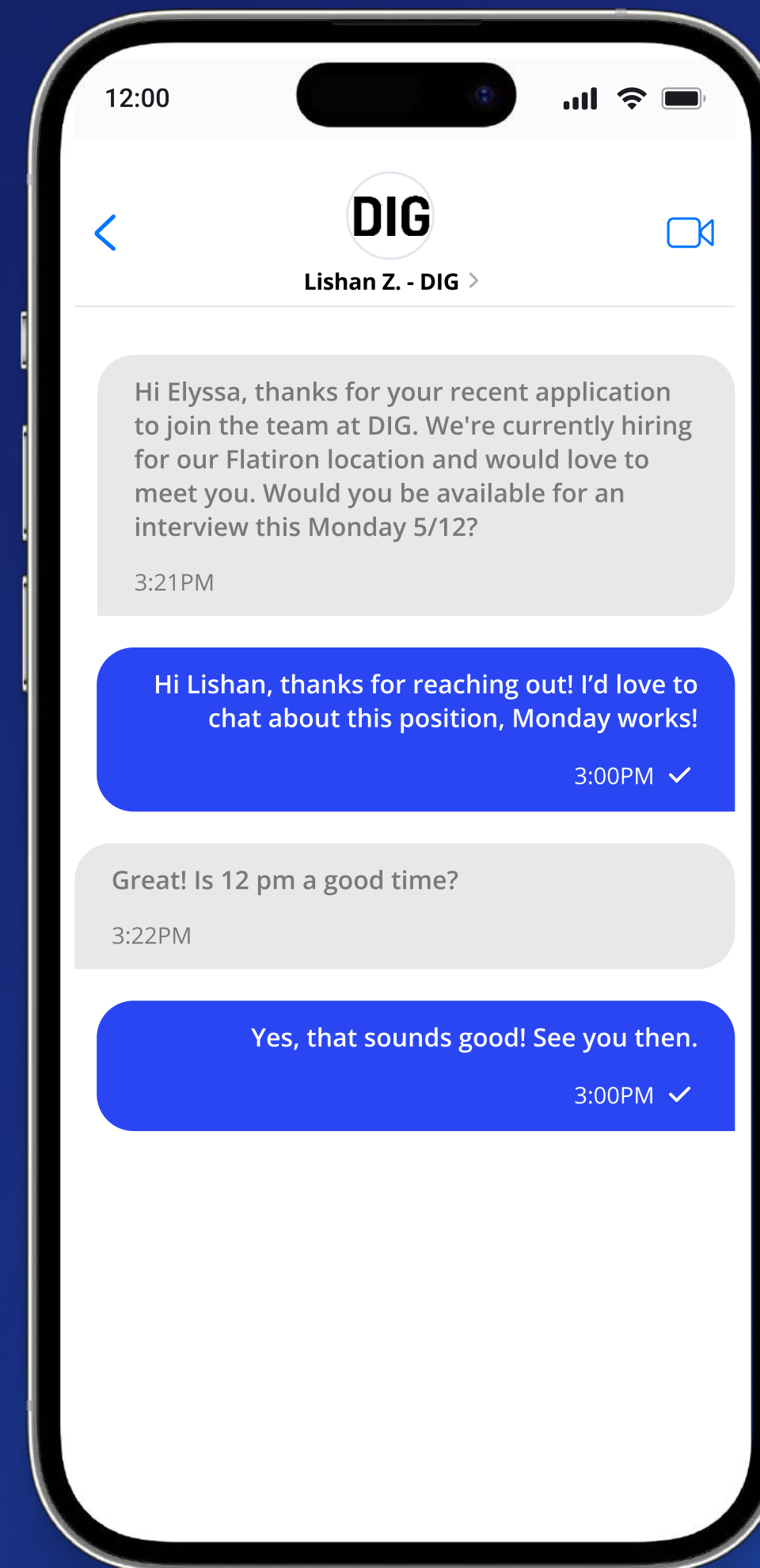




# DIG's recipe for efficiency

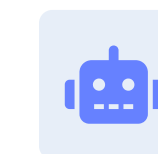
"Instead of spending time filtering through resumes and making calls, **LANDED schedules everything for me**, and I don't have to deal with the back-and-forth. It allows me to **focus more on my team** and other admin work, **making my job a lot easier.**"

— Bilal McClure, General Manager



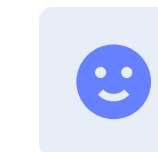
## GenAI Candidate Engagement

LANDED's GenAI responded to applicants within 15 minutes of receiving their application via SMS—even when candidates applied after hours or on weekends. Interviews were automatically scheduled directly into GMs' calendars—no lifting a finger or chasing candidates, just a steady stream of qualified interviews ready to go.



## Automated Candidate Screening and Scheduling

LANDED took the busywork off GMs' plates by automatically vetting applicants with tailored questions and instantly scheduling top candidates—no manual steps, no back-and-forth.



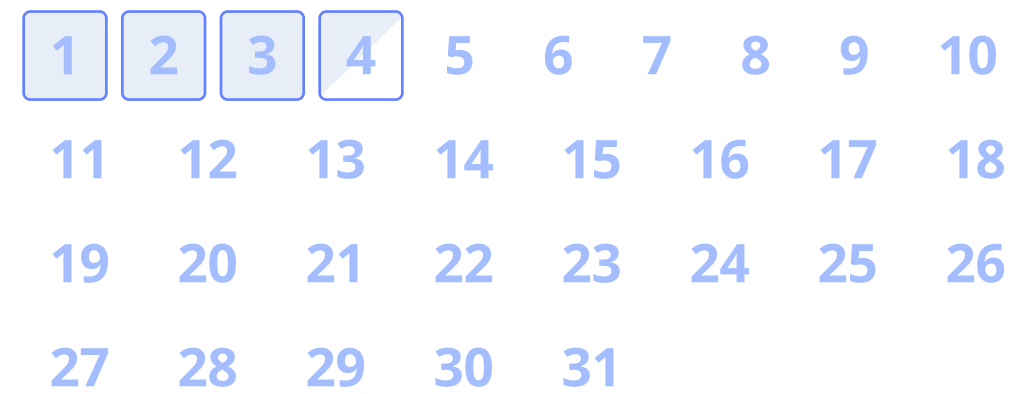
## Boosted GM Satisfaction

LANDED served as every GM's personal hiring assistant. It bore the brunt of time-consuming admin tasks—boosting GM job satisfaction, reducing burnout, and improving the guest experience.

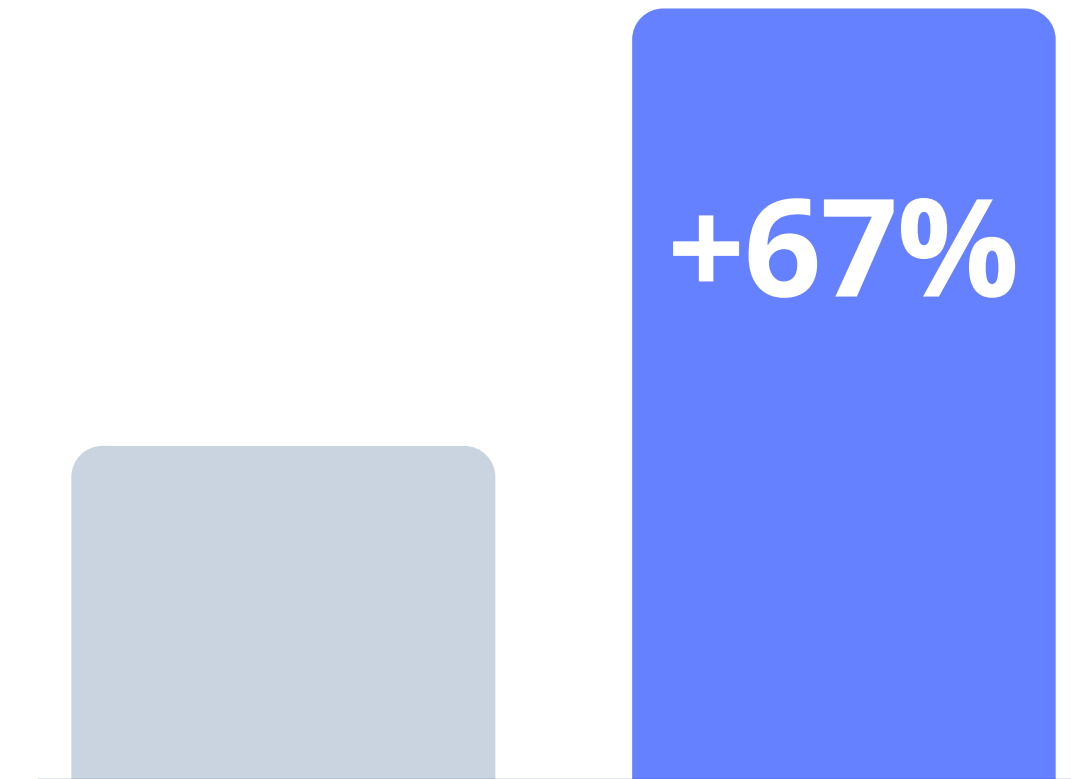


# The Results

## 2 hours

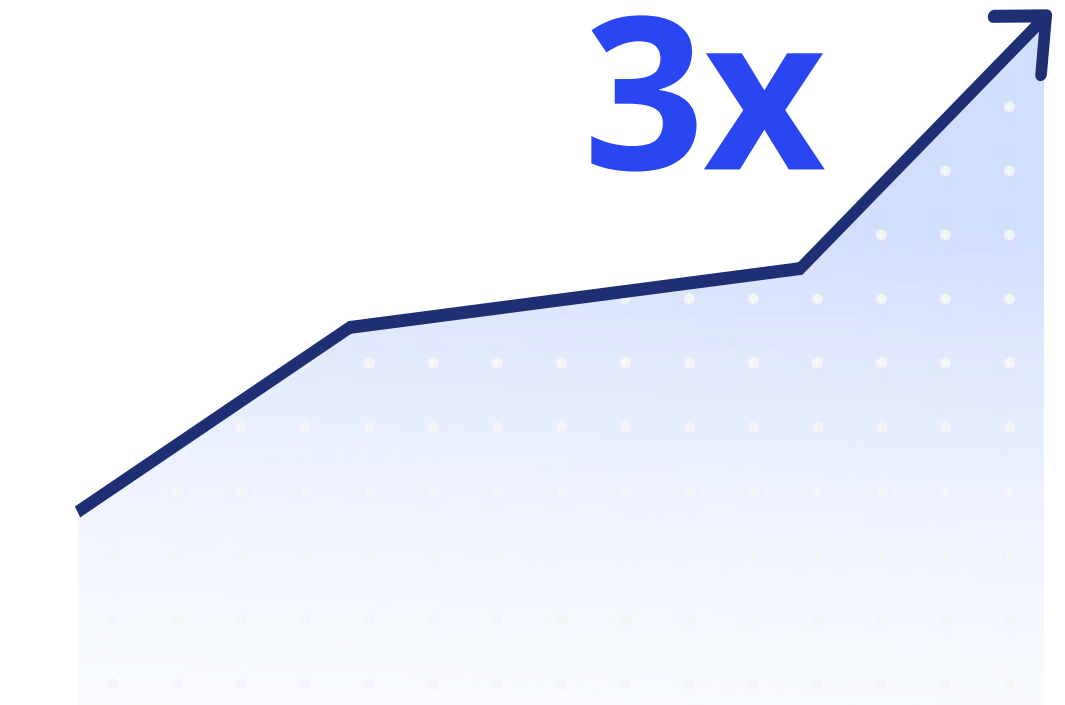


to interview  
scheduled.



**67% lower cost  
per hire** compared  
to the NYC average

## 3x



The industry  
average **interview-  
to-hire rate.**

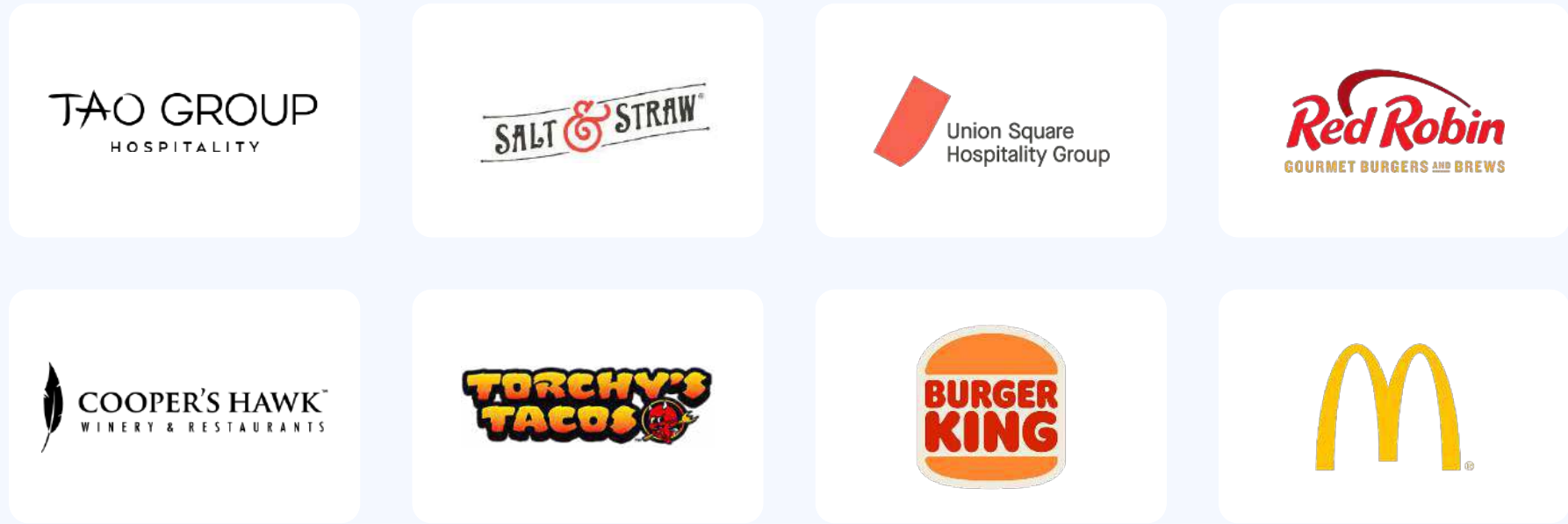


## 40 hrs

**Saved for GMs  
each month.**

# 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.