FIVE GUYS®
BURGERS and FRIES

57% reduction in GM hiring costs with Generative AI

How Five Guys New York partnered with LANDED to efficiently hire top manager talent in a competitive market.

The Company

Bethany Longer
Chief People Officer
Five Guys New York

Business type

🏢 QSR Franchisee

Headquarters

📍 New York, NY

Location count

👥 50-100

Founded in 1986 by Jerry and Janie Murrell in Arlington, Virginia, Five Guys started as a simple carry-out burger joint offering hand-formed burgers, fresh-cut fries, and a commitment to quality with no freezers—only coolers.

In 2003, they expanded through franchising, quickly growing the brand with over 300 units sold in less than two years. Today, Five Guys has nearly 1,700 locations worldwide and another 1,500 in development, maintaining its reputation for high-quality, fresh food and becoming a beloved global brand. Of those locations, 56 are operated by leading franchisee Five Guys New York (FGNY), headquartered in New York City.

To keep up with such expansive growth, FGNY needed top-tier leaders who could build strong teams and uphold the standards they were known for.

"

"Through LANDED's **data-driven system** and their **collaborative client support team,** we have drastically reduced time spent on admin while simultaneously improving our key metrics."

Bethany Longer
Chief People Officer
Five Guys New York

Quantity over quality in a competitive labor market

FGNY's two-person recruitment team struggled in NYC's competitive hiring landscape. Indeed campaigns drained budgets while offering poor candidate filtering. The team wasted countless hours manually reposting ads and shifting locations just to maintain visibility and expand their reach.
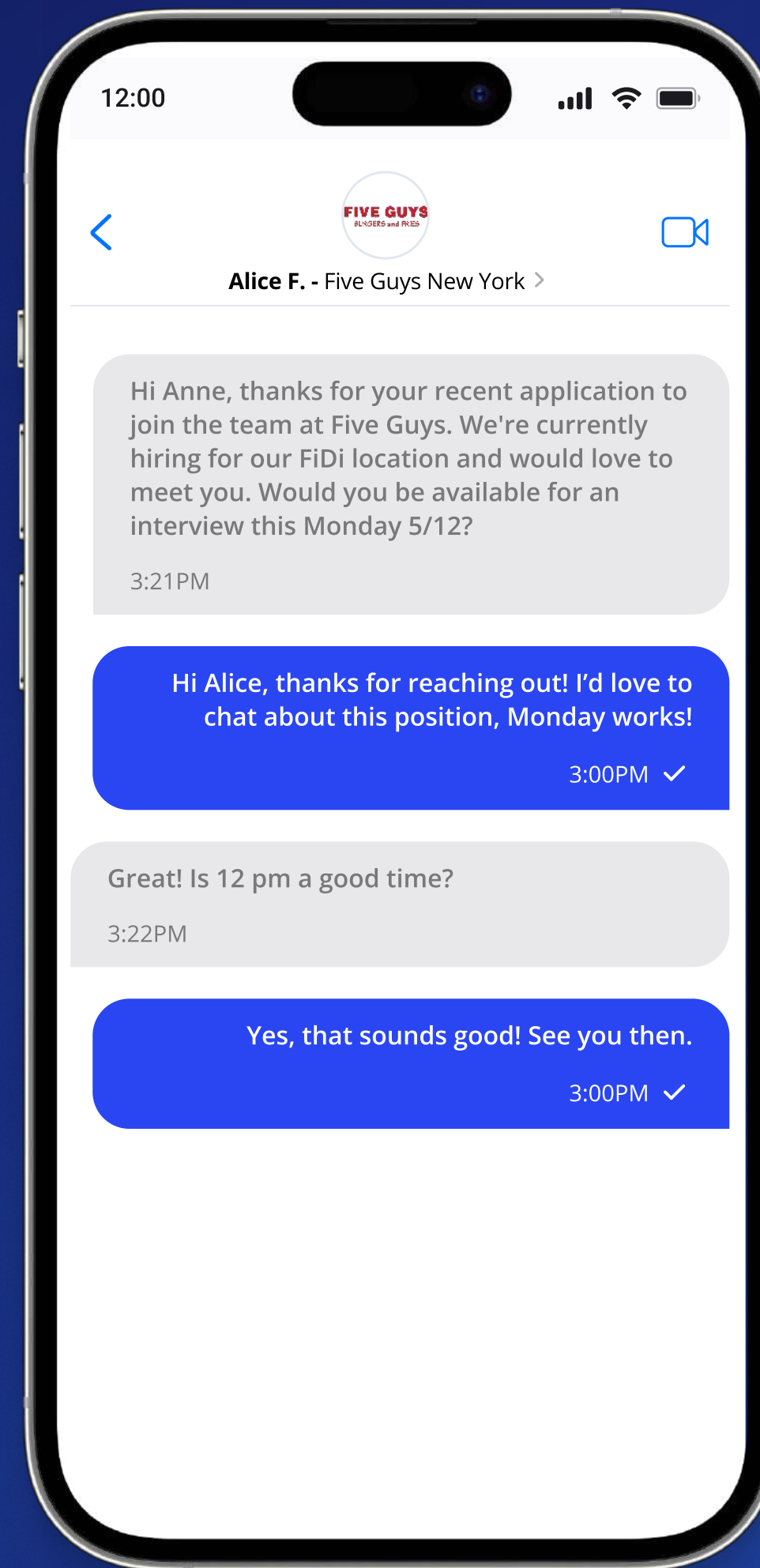
Quality suffered under quantity. Without effective screening tools, candidates frequently lacked essential certifications like food handlers' licenses, sending frustrated GMs back to square one. Critical leadership positions—Shift Leads and Assistant GMs—remained unfilled, leaving locations without vital operational support when they needed it most.

➔ Indeed campaigns drained budgets while offering poor candidate filtering. 🤫
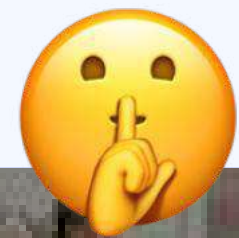
AI hiring assistant turned trusted partner

> "We have come to rely on LANDED as a true strategic partner in our hiring efforts," said Longer.

12:00

Alice F. - Five Guys New York

Hi Anne, thanks for your recent application to join the team at Five Guys. We're currently hiring for our FiDi location and would love to meet you. Would you be available for an interview this Monday 5/12?

3:21PM

Hi Alice, thanks for reaching out! I'd love to chat about this position, Monday works!

3:00PM ✓

Great! Is 12 pm a good time?

3:22PM

Yes, that sounds good! See you then.

3:00PM ✓

MESSAGES

Five Guys New York

Hi Anne, Thank you for your recent application to join the team at Five Guys. W...

Press for more

🤖 GenAI Candidate Screening

Candidates were carefully screened for relevant quick-service restaurant (QSR) experience, job stability, and enthusiasm—an essential trait for succeeding in a high-pressure environment.

## ♟ 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.
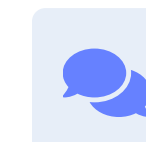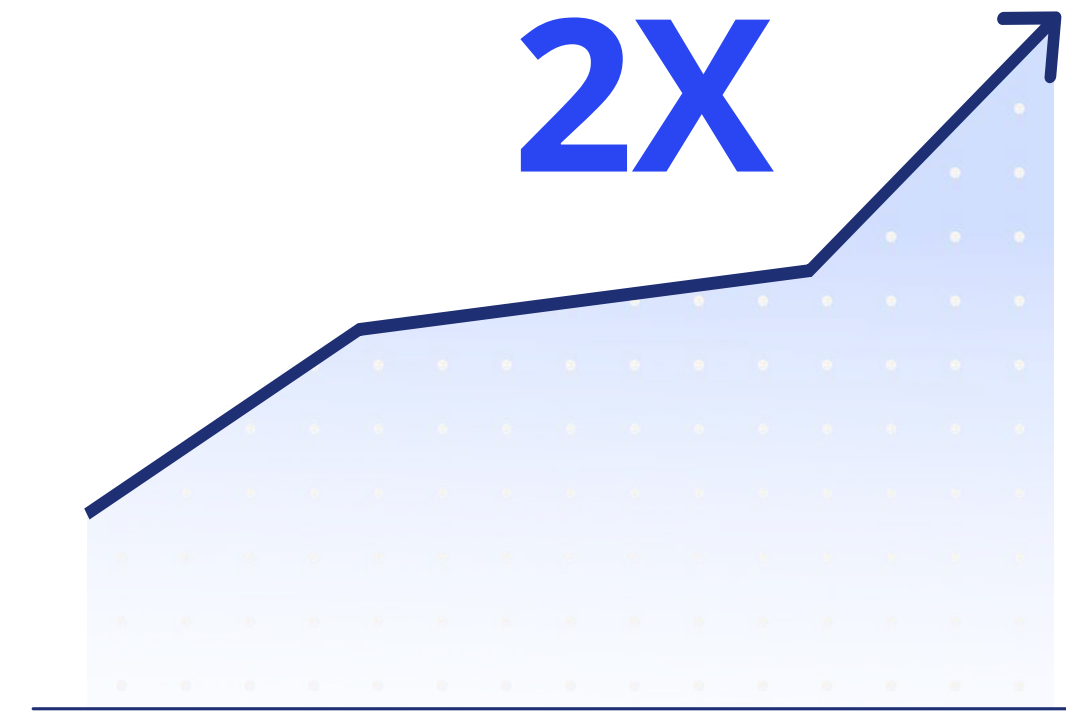
💬 Automated Text Engagement

LANDED boosted FGNY's employer branding and used smart, customizable AI to respond, screen, and schedule interviews with every candidate within 15 minutes—24/7.
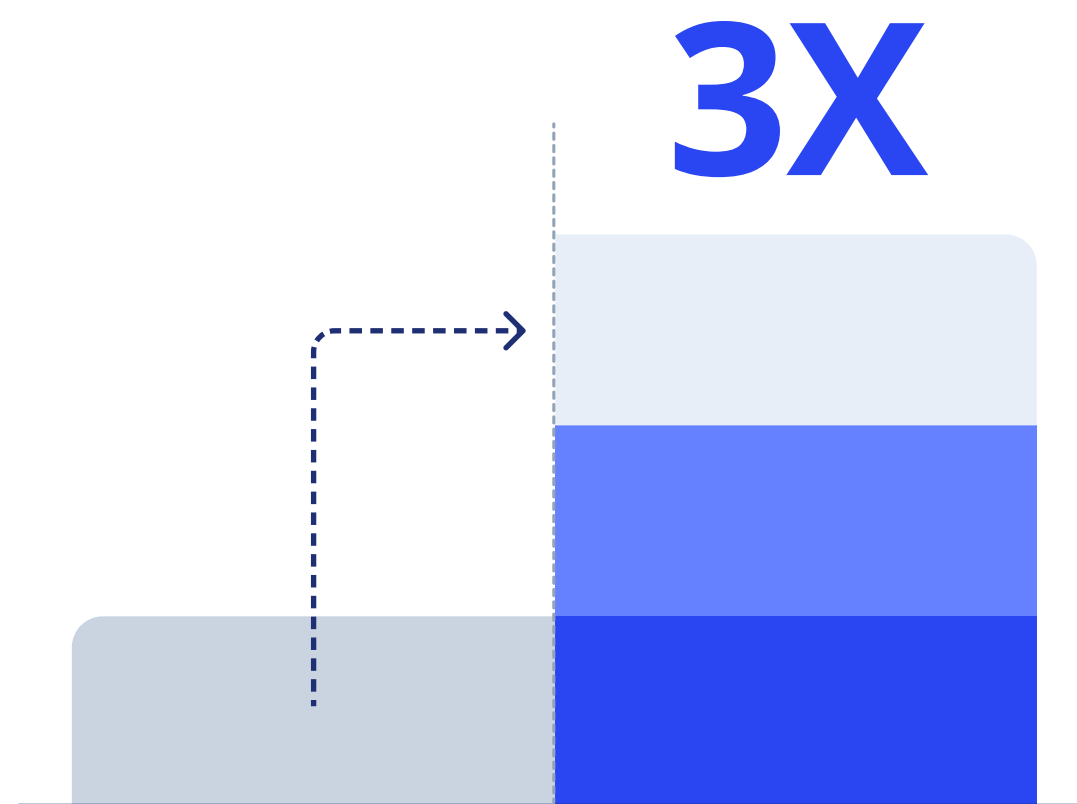
LANDED
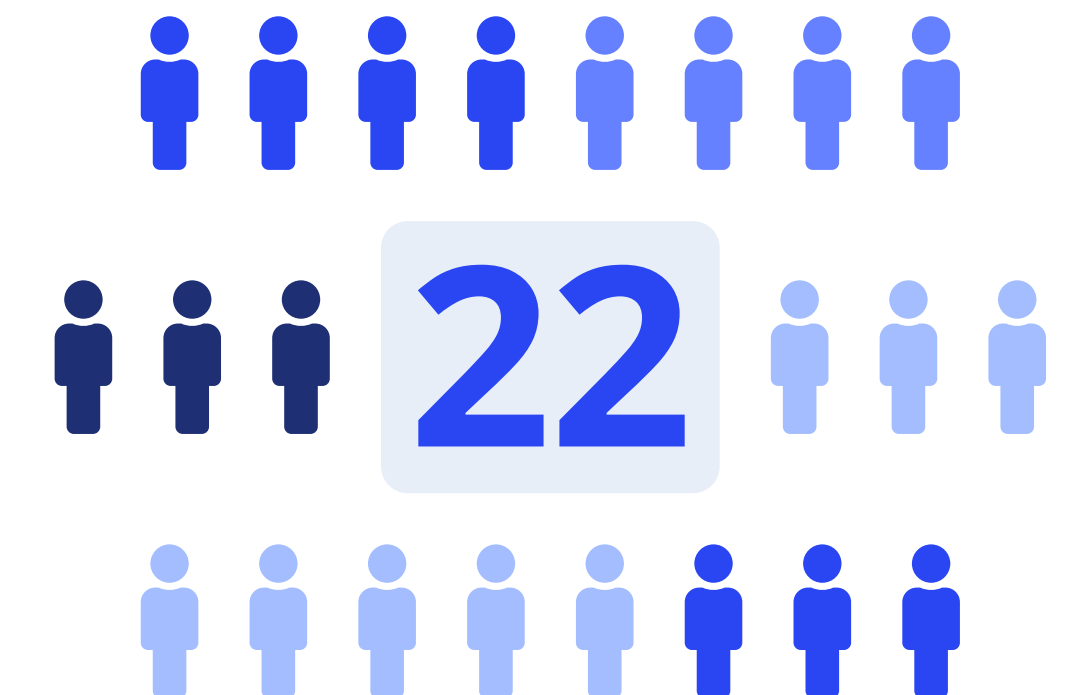
partners@gotlanded.com   gotlanded.com

The Results
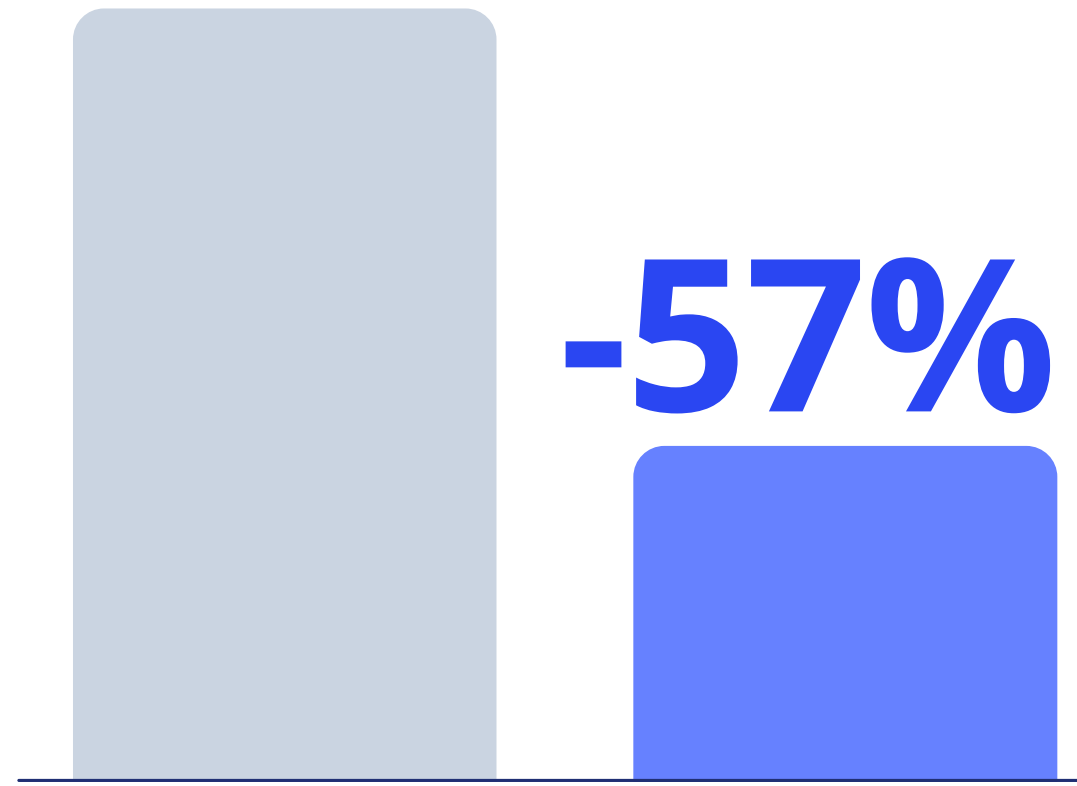
57% lower cost per hire compared to the NYC average

-57%

2X
The industry average **interview attendance rate**
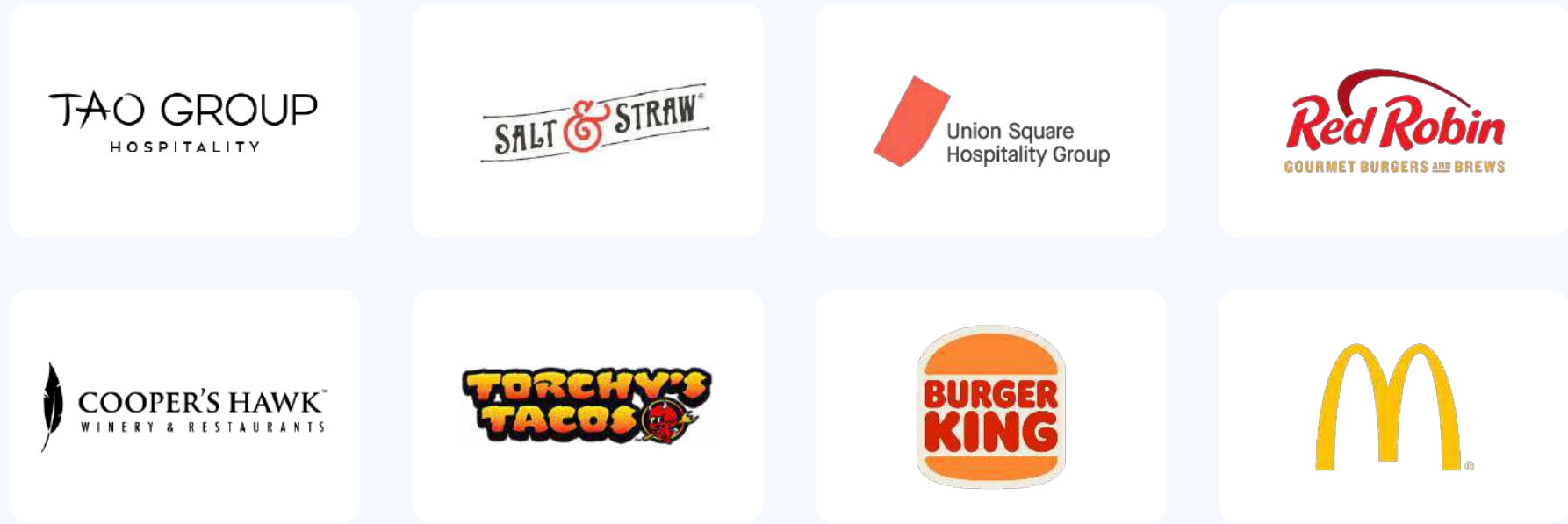
3X
Triple the industry average interview-to-hire rate

22
22 management hires in a month

Human-centric hiring.
AI-powered efficiency.

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

TAO GROUP HOSPITALITY

SALT & STRAW

Union Square Hospitality Group

Red Robin GOURMET BURGERS AND BREWS

COOPER'S HAWK WINERY & RESTAURANTS

TORCHY'S TACOS

BURGER KING

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.

LANDED