



90% Lower Hiring Spend and a Seamless Candidate Experience with GenAI


How Hopdoddy streamlined hiring—boosting speed, quality, and manager satisfaction.

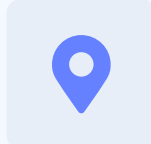



Raising the bar—one burger at a time



Allyson Young
VP of People, Training,
and Development
Hopdoddy Burger Bar

Business type
 Quick Service

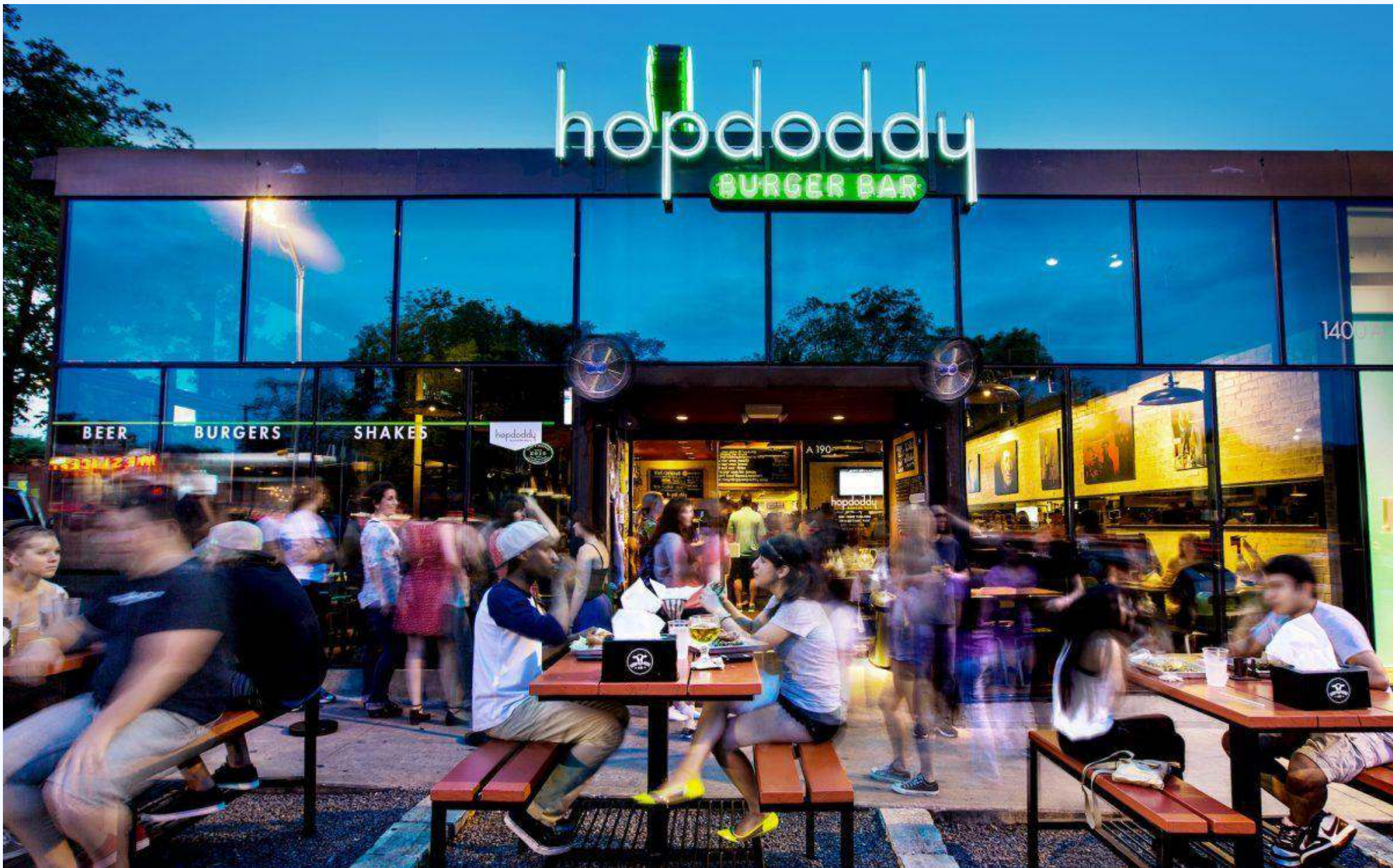
Headquarters
 Austin, TX

Location count
 10-50

Founded in 2010, Hopdoddy Burger Bar aimed to set a new standard for burger bars, pushing the boundaries of what was expected by combining craft beer with unique burger creations. With high-quality ingredients and even higher standards, the brand quickly made its mark, attracting a loyal following of burger enthusiasts eager for something different.

With a commitment to quality, sustainability, and community, Hopdoddy’s innovative menu offers standouts like the Cadillac Wagyu and the Buffalo Bill, made with ethically sourced, in-house offerings. As Hopdoddy’s reputation grew, so did its customer base—those who craved a superior dining experience where both the food and hospitality were of the highest standard.

To continuously push the envelope of quality and guest experience, Hopdoddy needed to hire a team capable of raising the burger bar.



“

“Working with LANDED is an **elevated experience** and much easier for our managers. Having **better vetting** before applicants are sent over is a huge time-saver—they're **not wasting time** interviewing people who **aren't truly qualified**.”



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VP of People, Training, and Development

Hopdoddy Burger Bar

Hiring at scale in the midst of rapid expansion

As Hopdoddy expanded across Texas and Georgia, General Managers (GMs) were bogged down by slow, manual processes. Resume review, candidate engagement, and scheduling interviews were all time-consuming tasks.

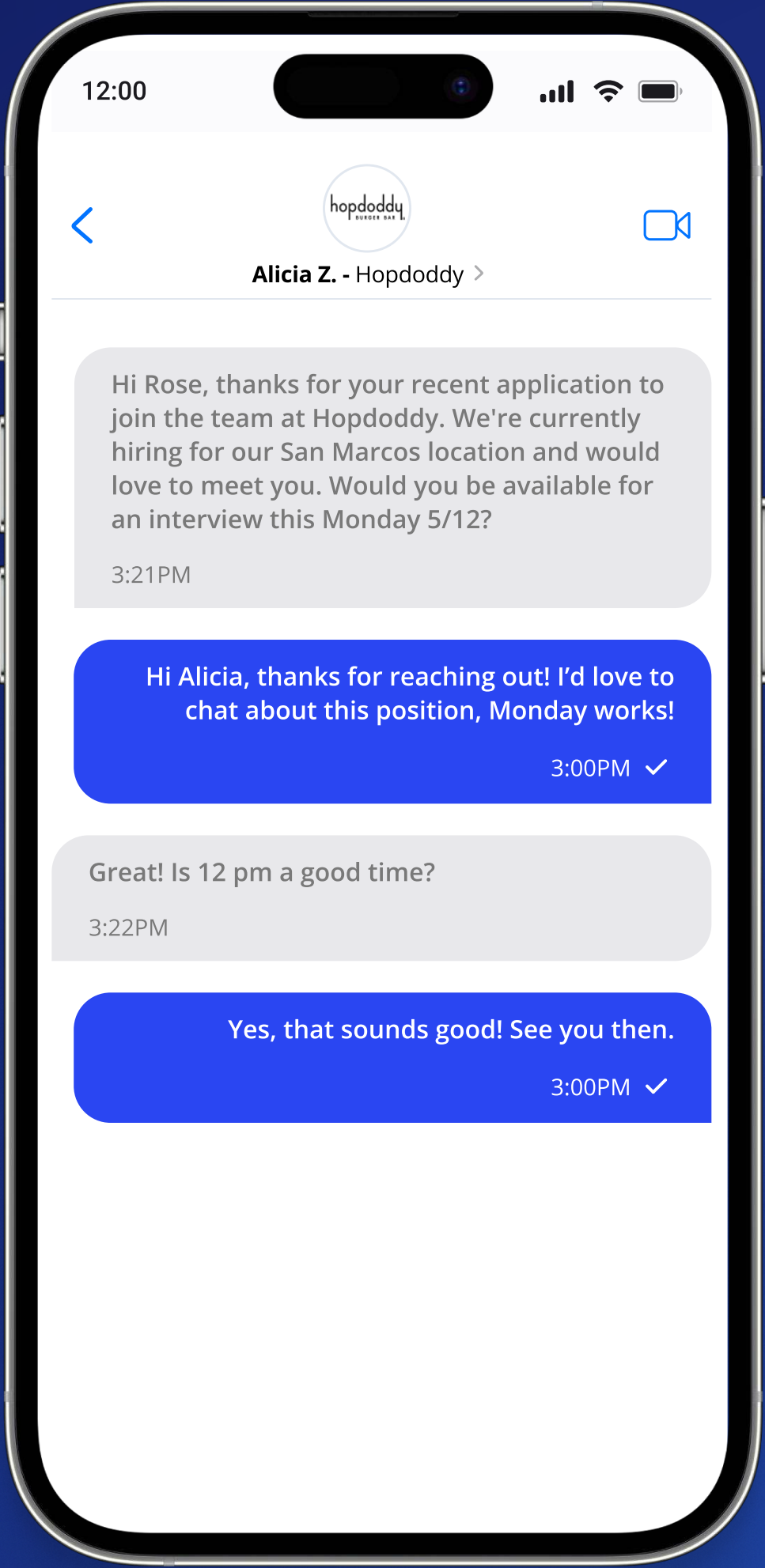
GMs found themselves stuck behind screens instead of interacting with customers, fostering their teams, and maintaining the brand's signature experience. Inconsistent candidate pipelines led to uncertainty, delays in hiring, and missed opportunities to secure top talent.

They needed an elevated hiring experience to hire teams that raised the bar as much as their burgers did.



GenAI with a 24/7 human touch

I love that our managers out in the field have direct access to LANDED support if they need to make any adjustments to availability, vetting questions, or even to sponsor an ad.” said Young



GenAI Candidate Screening

Conversational Generative AI screened each applicant with tailored questions to assess fit and qualifications. Top candidates were instantly scheduled for interviews—no effort needed from GMs, thanks to LANDED’s seamless calendar integration.

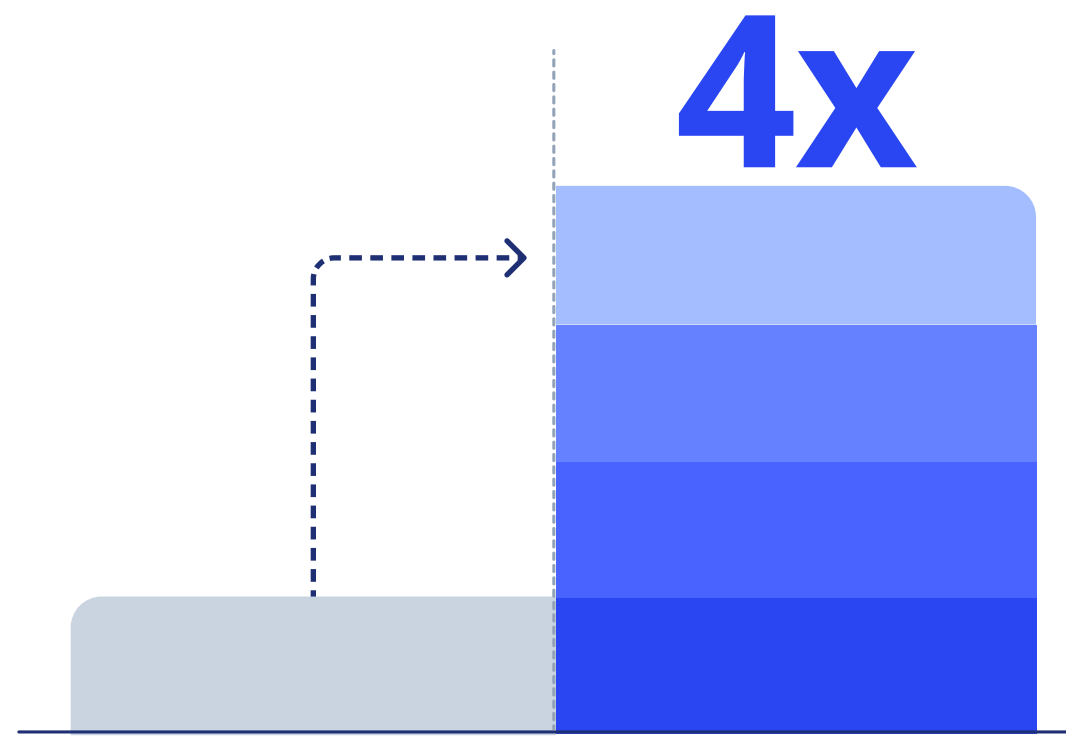
Speed to Hire

LANDED’s automated candidate engagement flow drove impressive, instantaneous speed. **Young shares:** “One of our big success stories is that a General Manager needed to fill three open positions. I contacted LANDED on Monday morning, sponsored an ad, and by Wednesday, he had so many great candidates flowing through that he paused the position to focus on close section.”

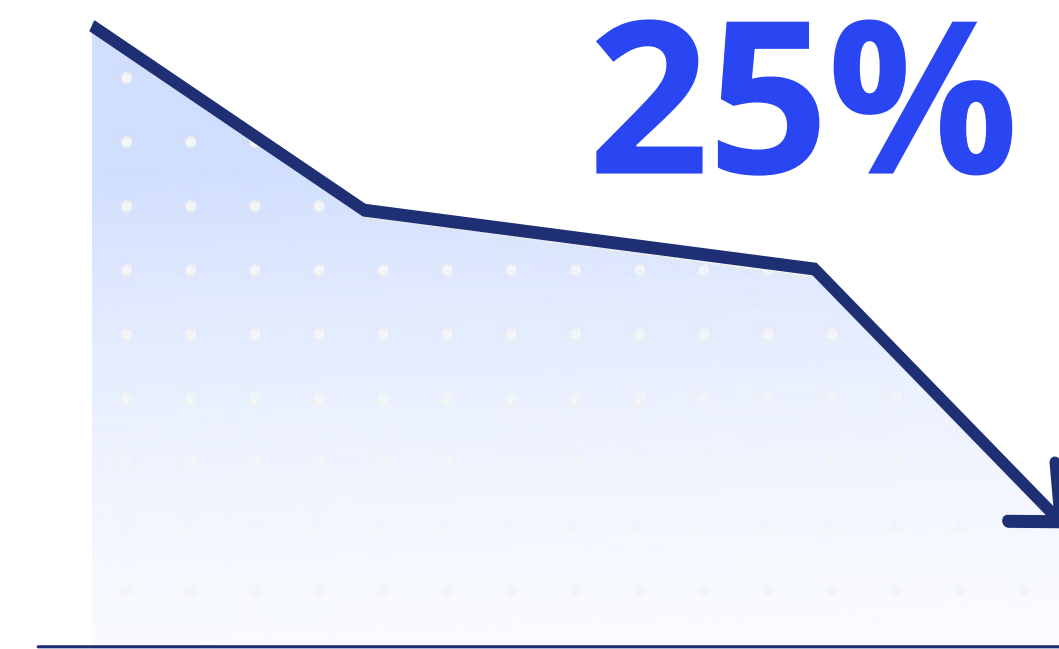
24/7 Dedicated Client Strategist

LANDED’s Support and Client Strategy teams became an extension of Hopdoddy’s managers, collaborating closely on every detail of the hiring process.

The Results

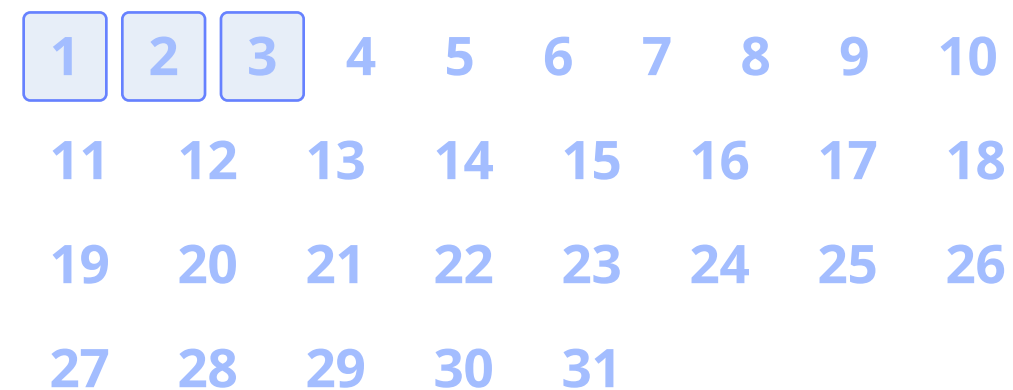


4x the industry average interview-to-hire rate



25% reduction in turnover rate

3 days



to hire, compared to an industry average of 12 days



Saved per GM, per month

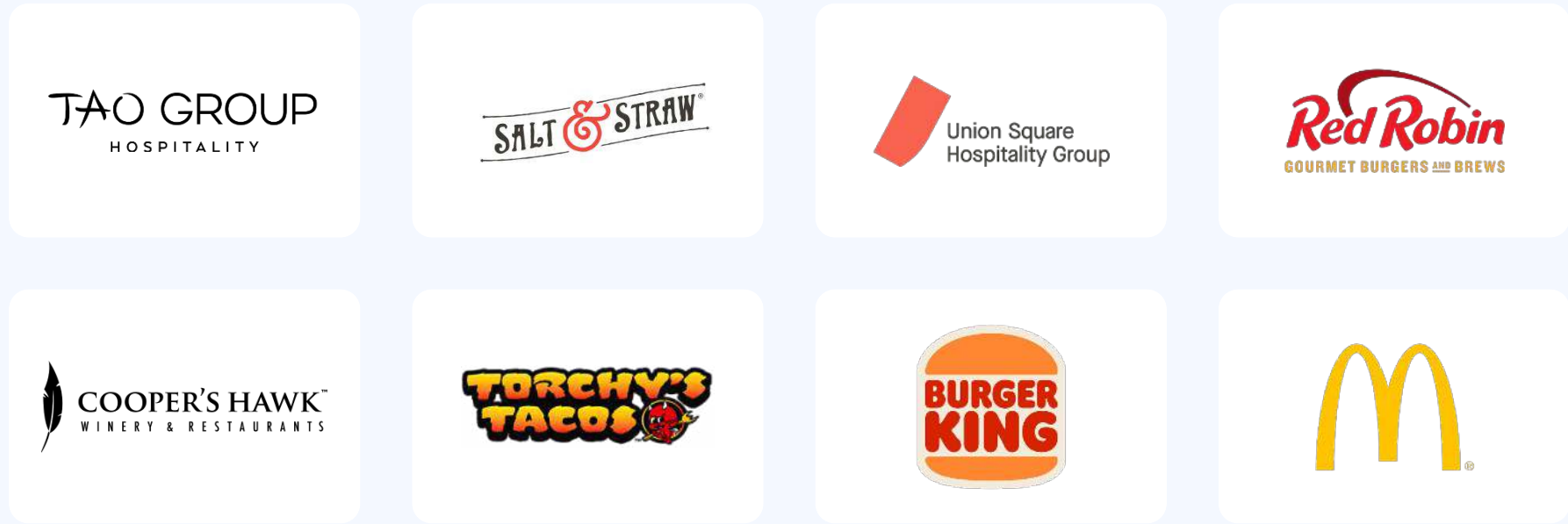
15 hrs

\$27,000 saved each year.

Before LANDED, Hopdoddy spent ~**\$2500** each month on their hiring ad spend. With LANDED's dedicated Ad Specialists optimizing each listing, they now spend just **\$250** a month, **10%** of their original budget.

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.