People-centric hiring and $1.56M in savings with end-to-end GenAI

How Torchy's built a scalable, people-first hiring engine that keeps GMs happy and teams thriving.

A Damn Good taco revolution

Ramon Torres
Senior Director
Talent & Total Rewards
Torchy's Tacos

Business type
🏢 Fast Casual

Headquarters
📍 Austin, TX

Location count
👥 100+

Founded by Mike Rypka in 2006, Torchy's Tacos began as a humble food trailer in Austin, Texas. Inspired by the enthusiastic reactions of early customers exclaiming, "Damn, these tacos are good," the brand has since grown into a beloved fast-casual chain with over 130 locations across 14 states.

Known for its bold flavors and inventive menu, Torchy's serves up everything from fan favorites like the Trailer Park and Brushfire tacos to its rotating Taco of the Month. With a focus on responsibly sourced and high-quality ingredients, Torchy's lives and breathes a Damn Good culture of quality food, quality service, and quality vibes.

But to match their Damn Good food, Torchy's needed a Damn Good hiring process to support their rapid growth.

"

"**LANDED** has been **instrumental** in helping us **scale our hiring process** while maintaining a **high standard for candidate quality.** It has led to **stronger engagement**, **higher retention**, and more **cohesive teams.**"

Ramon Torres
Senior Director, Talent and Total Rewards
Torchy's Tacos

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Sustaining **employer branding** and **candidate quality** at scale

As Torchy's scaled into new markets, hiring quickly—and well—became a major bottleneck. Operators were sinking over 200 hours into each New Restaurant Opening just to source, vet, and schedule interviews, leaving less time for training and team building. Even at existing locations, staying fully staffed was a constant grind, risking burnout, service dips, and lost sales.

Much of the hiring process was manual, with managers chasing candidates, scheduling interviews, and answering FAQs—tasks that ate up hours and let top talent slip away. Torchy's needed a faster, smarter, and more scalable way to hire—one that would reduce turnover, streamline ops, and elevate the experience for everyone involved.
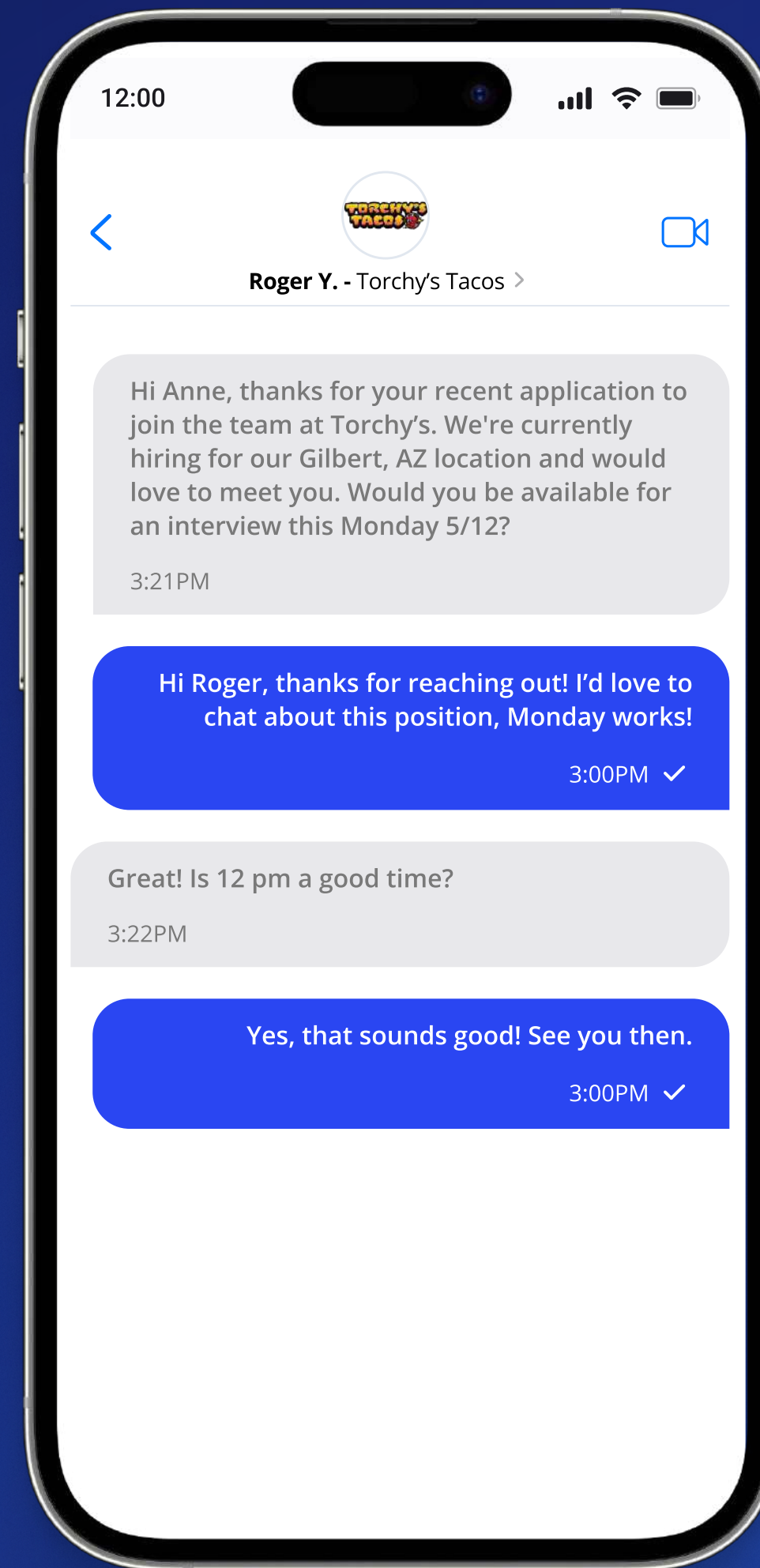
→ Operators were sinking 200+ hours into each NRO on manual hiring tasks.

Thoughtful automation, human connection

"By equipping our operators with the right tools, like LANDED, we've saved them dozens of hours each week. This gives them the opportunity to focus on what really matters," said Torres

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

3:21PM

Hi Roger, 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 ✓

Roger Y. - Torchy's Tacos

MESSAGES

Torchy's Tacos
Hi Trisha, Thank you for your recent application to join the team at Torchy's. We'...
Press for more

Seamless UKG Integration

LANDED integrated with UKG and calendars to automate interview scheduling—no manual work or change management needed.

## GenAI Candidate Screening & Engagement

GenAI replied to applicants within 15 minutes, with Torchy's signature punchy, conversational tone, asking tailored questions to vet for fit—so only Damn Good candidates made it to interviews.
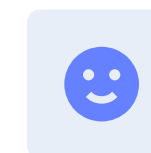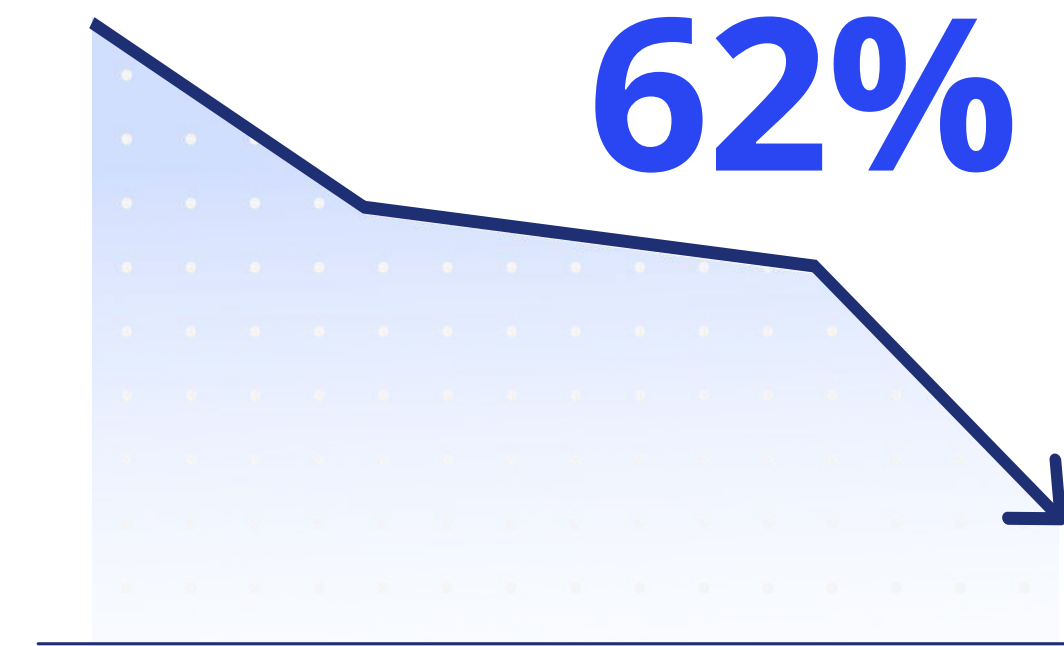
Boosted GM Satisfaction

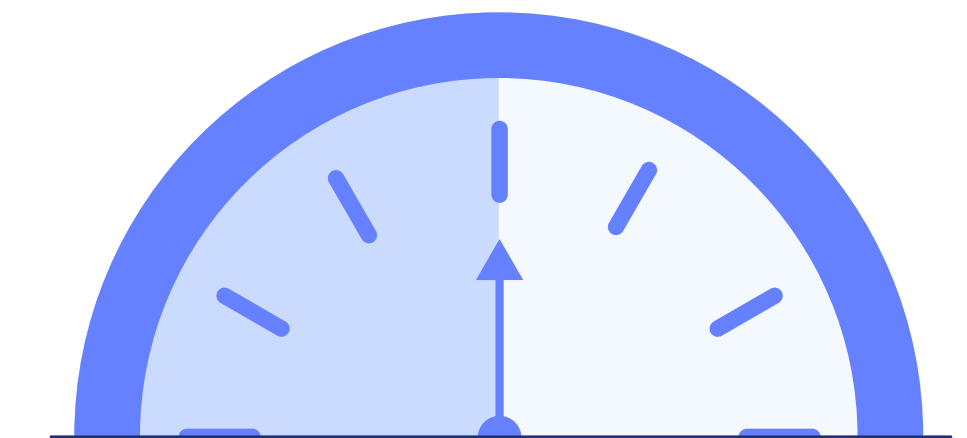LANDED reduced GM burnout and freed up time for coaching, guest experience, and team culture.

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The Results

-66%
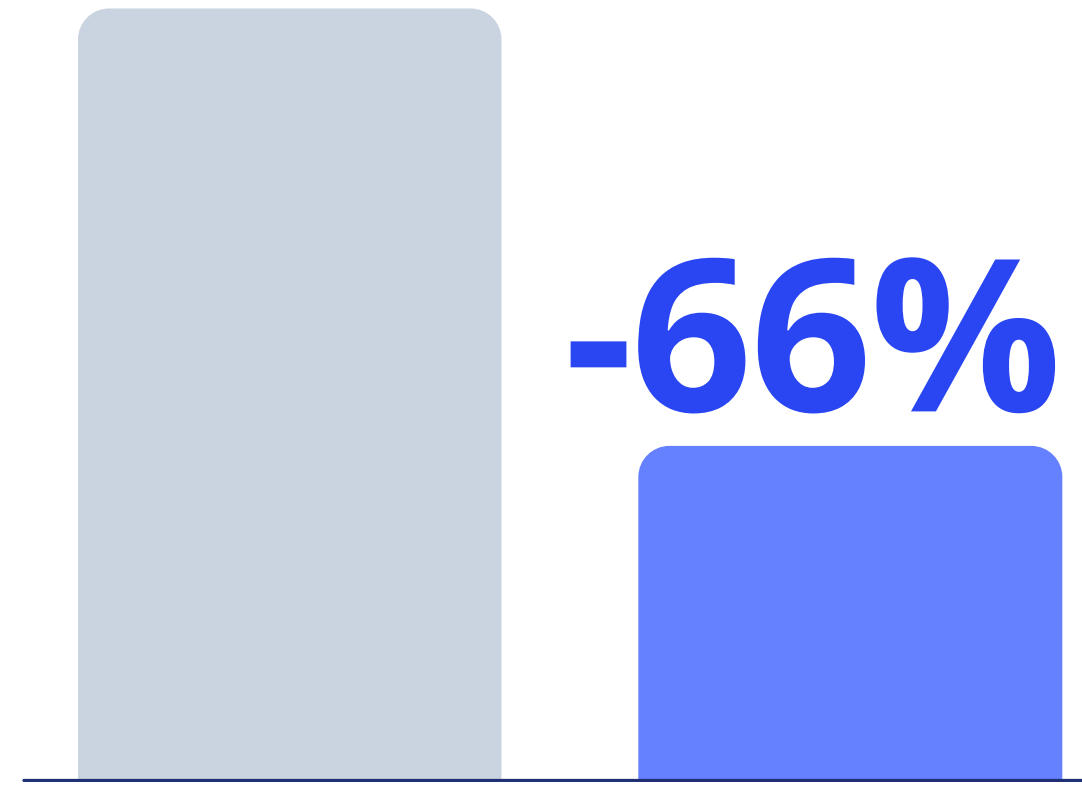
66% reduction in time-to-hire

62%

62% reduction in turnover rate

33.5 hrs

Saved per GM, per month

$$$$$$$$$$
$$$$$$$$$$
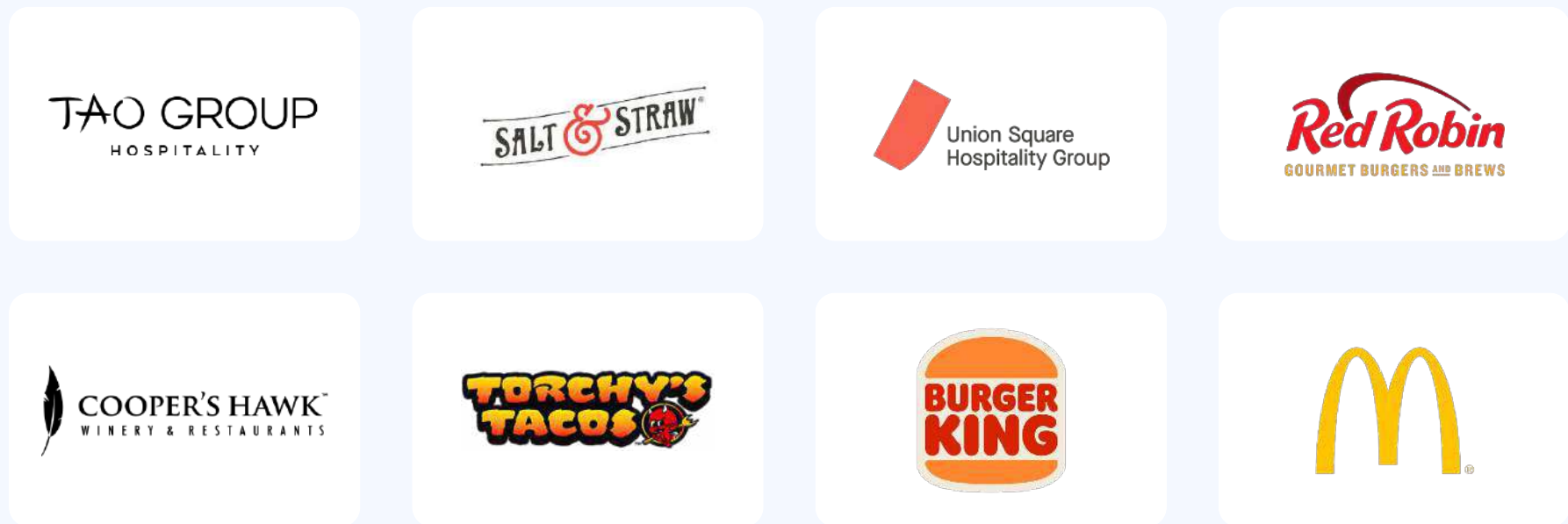**$79,680**
$$$$$$$$$$

Saved in monthly recruitment budget

$1,560,000

saved each year.

Torchy's Tacos saves $1.56M in annual GM payroll and productivity costs by automating manual recruitment tasks.

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.