RED LOBSTER DEPLOYS HR SOLUTION FOR 700+ RESTAURANTS

Red Lobster has been serving high-quality, iconic seafood dishes (and their famous cheddar bay biscuits) since 1968. The international restaurant chain has a work force of 58,000 employees, operates 700+ locations across North America, and currently earns $2 billion in annual revenue.

Company

Red Lobster

Applications

HR Analytics

Lacking direction and transparency in a complex HR environment

Red Lobster management needed a clear picture of their hiring processes—an untraceable cycle of hiring, termination, and expenses. The process of recruiting teams and managers was constantly generating data, but it was useless without a centralized analytics solution to process it.

Red Lobster needed an HR solution that could govern their large employee base and scale out with their growing chain. The solution would need to replace static reporting with an interactive interface, consolidate disparate data, track candidate life cycles, create a robust talent inventory system with skill gap identification, and create an improved talent review process.

Building a comprehensive HR reporting suite

Red Lobster chose MicroStrategy to execute a full-scale Human Resources (HR) analytics reporting suite. They built a customizable, MicroStrategy-powered dashboard with an intuitive interface and data consolidated from several sources, including PeopleSoft (Core HRIS), Brass Ring, Schoox, and Oracle Financials. It refreshes data on quarterly, monthly, weekly, and even hourly cycles, and centralizes access to nine HR analytics reports.

Improving Red Lobster's HR practices with valuable insight

The dashboard enabled leaders to ensure they were hiring the right people, paying competitive wages, and spending hiring costs effectively. It also provided insight into why people chose to leave the company.

The dashboard features several reports, including *Staffing, Management Roster, Candidates & Hires, Talent Review*, and more, enabling management to drive talent development, keep an eye on their hiring practices, and better manage their resource allocation. Now, Red Lobster management can view key KPIs such as performance

MicroStrategy®
Analytics and Mobility

ratings, promotion potential assessments, and regional staffing as well as aggregate summaries of the management teams. This dashboard also monitors front-line staffing activity like overtime hours, headcount, staffing needs, and more. This once complex, multifaceted staffing process is now simple and accessible.

The *Wages* report monitors employee costs and offers an understanding of their pay relative to the market to optimize their labor spending. Users can filter to find exactly what they need in a matter of seconds to make decisions on their merit budget.

The *Terminations* report lets management understand turnover trends with metrics on tenure measurements, performance reviews, and diversity of each departing employee. These data points drive proactive staffing and retention strategies. Management can also understand their cost of recruiting with the *Recruiter Expenses* report, which tracks total spend at every point of the hiring process.

Meeting Red Lobster's specific security needs

Red Lobster's new HR dashboard effectively enforces tailored security levels for each user, with custom landing pages for each user's needs and security levels. The company also has integrated legacy security tables, the ability to navigate security levels, multiple security levels for users with different geographical requirements, and prompting and URL API structures that link dashboard concepts.

Red Lobster is now preparing to launch a mobile version of their new HR solution with Pandera Systems, a longtime MicroStrategy partner. The new app will have capabilities like training integration and compliance pages in addition to its existing features.

The Transformation

Before MicroStrategy

- Couldn't tailor security requirements to the user

- Legacy static reporting did not meet daily user needs

- Talent management and review was done manually

BI Goals

- Consolidate multiple data sources into one mobile application

- More visibility into the candidate life cycle

- Move from static to interactive, timely reporting

After MicroStrategy

- Users have default security requirements
- Single HR application offers nine intuitive reports

**Ready to learn more?
Speak with an expert and request a demo.**

Call Us: 703-848-8600

Visit Us: *www.microstrategy.com*