

CASE STUDY

Progressive Dunkin' Franchisee with 31 Dunkin Stores and 510 Employees Partners with Rellevate Resulting in HR Savings of Over \$350,000

BACKGROUND

With 100%+ employee turnover in the quick service restaurant (QSR) space, Human Capital Management is already a costly line item in this industry, totaling over \$2,000 per new hire. Combine that with the challenges of the pandemic and the general demographics of the QSR hourly worker this franchise owner wanted a solution to an inefficient and out of date payroll process.

SOLUTION

Once the franchisee owner met with Rellevate, they believed the combination of the Rellevate Digital Account with direct deposit and early access to 50% of earned wages (Pay Any-Day product). Plus, the commitment to concierge level customer support (for both the company and its employees) was a win-win for them.

The Pay Any-Day product is a lead product for hourly workers that often struggle with making ends meet between paychecks. The Rellevate Digital Account also includes a Visa Debit Card, Online Bill Pay, Send Money, and Earnings Credit and provides a financial wellness benefit for both younger employees and employees who manage in a mostly cash only environment. The whole package allows for a competitive hiring edge over the competition.



In Their Words

"Rellevate provides the perfect solution to move away from payroll checks to direct deposit, Pay Any-Day is a compelling product for my employees, and a great benefit tool for hiring purposes. It has reduced my back office expenses and increased employee retention."

Dunkin' Franchise Owner

RESULTS

- Retained over 60% of workforce through a combination of initiatives including the Rellevate program
- Achieving a yearly cost savings of over \$350,000 in new hire / training related costs
- Succeeding in hiring and retaining workers during this Covid Government Stimulus time period
- Converted 95% of their Employees from payroll checks to the Rellevate Digital Account
- Eliminated most check processing and distribution costs with over \$2,000 per month in savings
- Now providing a compelling Financial Wellness Benefit that is proven to increase worker morale



RELLEVATE