

COSI

USING JOBSTER AS THE SECRET INGREDIENT TO INCREASING REFERRALS



IMPACT

In nine months, Jobster helped Cosi to:

- Double its Talent Network to 4000 people
- Achieve a prospect to jobs ratio of 4:1

INDUSTRY

Premium convenience restaurant

OBJECTIVE

Establish employee communications brand while building a recruitment network to support accelerating company growth

SOLUTION

Use Jobster to power employee communications, as well as both internal and external employee referral programs

Cosi is a rapidly growing premium convenience restaurant company, expanding from 67 restaurants in 2001 to more than 100 restaurants in 15 states and the District of Columbia in 2006.

Like many rapidly growing companies, Cosi faced challenges with filling its increasing number of open positions for restaurant managers, hourly and support center partners. As a national chain, Cosi wanted to establish corporate branding in their recruitment and employment communications. Jobster solved both of these problems.

“Initially, we just said, ‘let’s get people hired!’ But Jobster is such an effective branding tool that we used it to strategically build our employee communications too.”

Trevor Darby

Cosi, Director, Recruiting and Field HR

Cosi communicates with contacts nationwide

Jobster’s built-in messaging tools made it easy for Cosi to communicate company news and recruiting initiatives to its employees nationwide. Cosi used Jobster’s targeted messaging options to email specific groups of employees with announcements such as company website launches or referral program information.

Cosi also used Jobster to launch two successful referral programs — one internal and one external. Jobster was simple enough for both employees and customers to use, and significantly boosted Cosi’s employee referral program.

Satisfying results

Using Jobster, Cosi experienced a 30% increase in referrals in the first quarter of 2006. Jobster’s communication tools also fostered a referral culture within the company, setting a precedent to help Cosi keep up with its rapid growth.

About Cosi

Cosi (<http://www.getcosi.com>) is the premium convenience restaurant that offers breakfast, lunch, afternoon coffee, dinner and dessert menus full of creative, fresh, flavorful foods and beverages. Cosi has developed featured foods that are built around a secret, generations-old recipe for crackly crust flatbread. This artisan bread is freshly baked in front of customers throughout the day in open flame stone hearth ovens prominently located in each of the restaurants.

For more information visit www.jobster.com, or call 1.888 611 5627.

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