

# 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and the general demographics of the QSR hourly worker this franchise owner wanted a solution to an inefficient and out of date payroll process.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 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