

IHOP

Hodes QTrac

ASSESS

IHOP is one of America's most well-known family restaurant chains, operating over 1300 restaurants throughout 49 states and Canada. Although they offer a wide range of food and beverage items, they are most famous for their award-winning pancakes and breakfast specialties.

But even leading employer brands like IHOP grapple with staff retention, an area that IHOP Franchise owner, Joe Scripture, called the company's "most critical management challenge." And tracking employee turnover was hard to do. Bernard Hodes Group took up the challenge.

STRATEGIZE

IHOP needed a way to continually monitor and track retention risks in order to improve staff retention. They needed information that would help them take a proactive approach to staff retention, make real-time adjustments in the recruiting and on-boarding process and ensure that they were keeping their promises as an employer.

IMPLEMENT

With QTrac, a groundbreaking survey and benchmarking metrics tool, Hodes was able to provide employee metrics across ten IHOP restaurants. This was done through a customized survey that was sent to employees as they reached critical tenure points within the company. Based on aggregate scorecards and reports generated on a monthly and quarterly basis, Hodes made recommendations that helped IHOP maintain and improve key aspects of its employer brand.

MEASURE

The proof is in the numbers. In one year, IHOP experienced a 31% reduction in employee turnover. And, as John Isbell, IHOP Director of Training & Development put it, "It just goes to show you what can happen when you hire right, train right, and treat [employees] right – your people want to stay with you." Hodes QTrac was the catalyst that helped IHOP achieve this success.

