

Hireology

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Hospitality Guest Book



The top rated true
ATS on G2's 2023 list
of Best HR Products

Hi, We're Hireology.

It's no secret that hiring these days is tough — especially for critical roles like housekeeping and hotel management. Businesses across all skilled labor industries are fighting for the same talent and there just aren't enough job seekers out there looking to take those roles. In fact, a recent Hireology survey found that for 46% of hotel recruiters and HR leaders, low talent supply is still their top hiring concern this year.

And for the hotel industry, a shortage of talent can be detrimental to your bottom line. To gain a leg up on your competitors and achieve your team's business goals, you need a tool that helps you connect with the right talent, quickly move them through your hiring process fast, and get them on board sooner. That's where Hireology comes in.



We are the only people-first recruiting and HR platform built for multi-location, decentralized businesses like hotels. With Hireology you will attract, hire, and manage talent from one intuitive system. You'll turn hiring, HR, and payroll into a process your team — and candidates — will love.

In addition to our all-in-one suite of recruiting, hiring, and people management tools, Hireology's team of hospitality hiring experts is here when you need us. We'll help you get the most out of our software while building a customized strategy that works best for you and your hotel's unique hiring objectives. But don't just take our word for it. Read on to hear directly from our customers.

Awards & Recognition



4.5/5





Lansdowne Resort is a sanctuary for spa and wellness enthusiasts, golfers, foodies and travelers seeking rejuvenation. Located on 500 picturesque acres overlooking the Potomac River Valley in Leesburg, Virginia.

Customer challenge

When Awilda Nevarez took over as Director of Human Resources of Lansdowne Resort and Spa Hireology had just been implemented. Lansdowne had a mountain to climb to staff up for their peak season and with applicant pools drying up, Awilda knew she needed a technology partner that would help her drive efficiency to reach their goals of keeping time to hire under 30 days for management roles and under 14 days for hourly roles.

Hireology approach

Today, the team at Lansdowne Resort and Spa uses Hireology to drive applicants across multiple sources, manage their referral program, and execute the entire hiring process from one centralized platform. Now, they're no longer forced to jump from system to system or spreadsheet to spreadsheet to view applicant or candidate status or even complete next steps in the hiring process. They can complete every step and review all applicant data directly from their Hireology account.

Results delivered

While focusing specifically on top of the applicant funnel activities, Awilda and Denia said that they have received higher quality applicants since using Hireology and have been able streamline their initial contact with applicants. Moving quickly in this step is helping them win top talent and driving their time to hire to an average of 13 days since they partnered with Hireology in February of 2021.

3,403+

Job applicants since February 2021

367+

Hires since February 2021

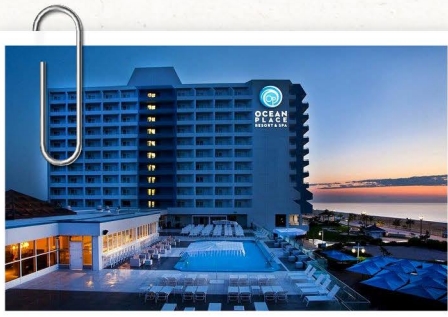
13 days

Time to hire on a goal of
30 days for management
and 15 for hourly roles

"We are focused on hiring efficiently. Hireology gives us the tools to move as quickly as we need to in order to get the best people on our teams. From a streamlined application process to transparent and manageable applicant pipelines, we have seen real progress towards our goals of time to hire by using Hireology."

Awilda Nevarez

Director of Human Resources
Lansdowne Resort and Spa



United Capital Corp. is a diversified company engaged in the business of investing in, and managing real estate properties, which includes the operation of full service hotels, and the manufacturing of engineered products.

Customer challenge

The hospitality industry took one of the biggest losses with the global travel market all but stopping in 2020. With shutdowns, travel restrictions and a hesitant workforce the hiring landscape continues to be a challenge. The lean Human Resource departments at United Capital Corp. are working hard to keep up with internal demand for applicants and a reluctant applicant pool to staff up their properties.

Hireology approach

Hireology's partnership with United Capital Corp. aims to lighten the load of the hiring team by offering efficiency tools like a mobile app and texting so hiring managers can connect quickly with applicants whether they are in the office or overseeing the property. Moving quickly is no longer a preference for hiring managers, it's a critical tool to build teams with top talent.

Results delivered

With Hireology, United Capital Corp. received over 31,000 applicants across 10 locations. United Capital Corp. also achieved an 11-day average time to hire- a full month faster than their 45- day target. By reaching out to candidates via text messaging, United Capital Corp. also eliminated three days from the time it takes to contact a quality candidate over traditional channels like email.

31,107+

Total applicants

3 days faster

Time to contact applicants
by text messaging

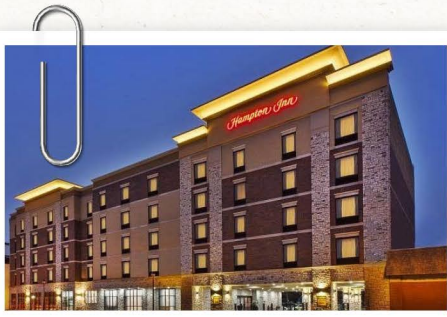
11 days

Time to hire on
a goal of 45 days

"I use the mobile app to review applicants throughout the day and reach out via text. This has allowed me to cut down my time to contact applicants by 3 days."

Erin Pilarzski

Director of Human Resources
AFP Management Group, United Capital Corp.



Great Lakes Hospitality Group is a hospitality management company that specializes in hotel development, hotel restoration and hotel administrative services.

Customer challenge

Since cutting back on staff due to COVID-related closures, hospitality groups have struggled to win talent back now that we are in an economic recovery and “revenge travel” is a common practice. Joey Bacall, Owner and Regional Manager of Great Lakes Hospitality Group was feeling this strain in his properties. It was taking 30 days or more to hire someone and there was no defined transparent process to hold managers accountable across his properties.

Hireology approach

Hireology’s partnership with Great Lakes Hospitality Group aims to lighten the load of the hiring team by offering efficiency tools like a texting and a centralized streamlined process so hiring managers can connect quickly with applicants whether they are in the office or overseeing the property. Moving quickly is no longer a preference for hiring managers, it’s critical to building teams with top talent.

Results delivered

With Hireology, Great Lakes Hospitality Group received over 4,700 applicants across 6 locations. Great Lakes was also able to cut almost 10 days off their average time to hire per applicant. By reaching out to candidates via text messaging, Great Lakes eliminated two days from the time it takes to contact a quality candidate over traditional channels like email or phone calls.

4,744+

Job applicants since March 2021

2 days faster

Time to contact applicants
by text messaging

7 days

Average time to hire

“Payroll is our biggest expense. Making hires out of desperation or sitting on applicants means we are wasting money. With Hireology I have transparency and informed reporting to inform action. We have seen real change since using Hireology.”

Joey Bacall

Owner and Regional Manager
Great Lakes Hospitality Group



American Hospitality Management, Inc. (AHM) is an award-winning hotel management company, specializing in all property types including moderately priced/mid-scale hotels, full service, extended stay, resort locations and independent hotels.

Customer challenge

Before partnering with Hireology, AHM knew they needed to improve their hiring processes. Recruiting activities were managed through a process with a lot of human intervention. They had limited data to support activities and no centralized view to oversee their locations progress. And getting insight into the hiring process required communicating with each hotels' management team directly.

Hireology approach

Through a consultative approach, the Hireology sales team showed AHM a need they didn't know they had. By initiating conversations with a thorough discovery process, the Hireology sales team offered targeted solutions that filled the needs identified such as unified systems, centralized reporting, and diversified sourcing channels.

Results delivered

Through Hireology's consultative approach, AHM is working to implement a new all-in-one solution, streamlining the process from applicant to getting their first paycheck across their 23 hotel properties. The relationship built between AHM's leadership team and the Hireology sales team continues to drive productive conversations around the implementation and adoption of Hireology.

7,852+

Job applicants since February 2021

413

hires since February 2021

9 days

Average time to hire

"We were not shopping for a new ATS or payroll system.

Hireology reached out to us and won our business by building a relationship and becoming a trusted advisor. Through respectful outreach and consultative selling, Hireology showed us how we can use technology to better the people side of our business"

Mark Hoefling

Chief Operating Officer
American Hospitality Management

Will you be our next guest?

With Hireology, building your best team is easier than ever. And with your best team in place, you can provide your guests with the five-star experience they deserve. Chat with us today to learn how you can join the hundreds of hotels who rely on Hireology to:

- ★ Drive more quality applicants
- ★ Run a smooth, candidate-friendly hiring process
- ★ Make smarter hiring decisions
- ★ Onboard new hires fast
- ★ And so much more



Hireology is an all-in-one recruiting, hiring, and employee management platform that empowers decentralized businesses to build their best teams. The company equips HR and business leaders with the support and tools needed to manage the full employee lifecycle — from pre- to post-hire — in one seamless platform.

With focused expertise across several industries — including hospitality, healthcare, professional and consumer services, and retail automotive — more than 10,000 businesses rely on Hireology for their hiring, HR, and payroll needs, putting people at the center of their organizations.

For more information, visit:

www.hireology.com