



BLACK ANGUS STEAKHOUSE + HIREVUE

INDUSTRY / RESTAURANT
EMPLOYEES / 2,000

Leveraging texting to support employees in uncertain times

SOLUTION

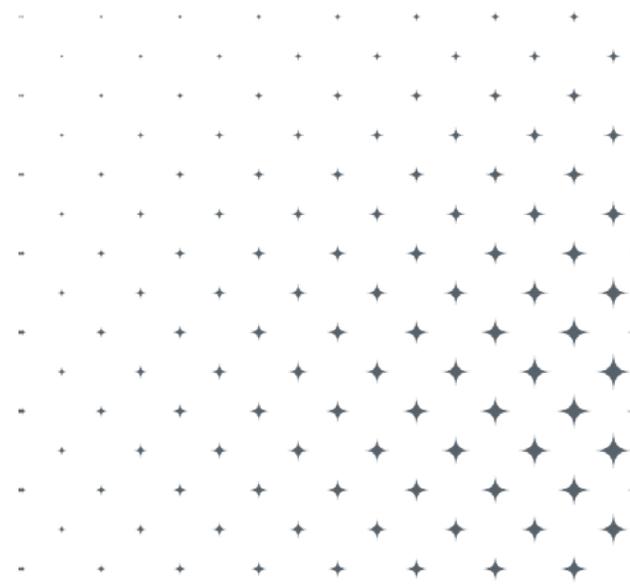
When the coronavirus pandemic forced Black Angus Steakhouse to shutter all of its restaurants, the HR team had no way to communicate with its entire workforce.

With frontline workers without company email and furloughed employees' email access deactivated, email wasn't an option.

CHALLENGE

Black Angus Steakhouses' HR team needed a quick and easy option to reach their employees and for their employees to reach them.

HireVue's business texting platform for HR and recruiting teams was the solution they were looking for, and one they could activate overnight.



RESULTS

74%

Average response rate within 1 hour

96%

Average response rate within 1 day

100's

Of thank you's from employees:

Priceless

“ For us, [HireVue’s] texting solution was an invaluable resource and vital lifeline to our employees during a challenging, extended shut down period. Every message sent out would get hundreds of ‘thank you’s.’ I’m looking forward to sending the ‘we are open’ message.”

NICOLE BULMAN

Vice President of Human Resources

Black Angus Steakhouse