Case Study

Saving 2,000,000 hours annually with an AI-powered hiring process.

How 7-Eleven partnered with Workday Paradox to hire quality frontline candidates faster across both franchised and corporate-owned store locations.

7-Eleven is a brand built on convenience: Enter a store, find what you're looking for, pay, and leave. But that convenience wasn't reflected in 7-Eleven's candidate experience. Tasked with performing administrative hiring work alongside running their store, managers were often stretched thin, leading to a slow, clunky hiring process. So 7-Eleven teamed up with Paradox to revitalize and accelerate their hiring processes across multiple hiring models.

An unmanageable hiring process.

As one of the nation's leading retailers, you would think 7-Eleven's hiring process was as fast and seamless as their business. But 7-Eleven's stores faced challenges with recruiter centralization that led to a disjointed experience for candidates and hiring teams. So 7-Eleven made a switch: Their franchised stores would have a decentralized approach, with store leaders handling their own hiring. But managers didn't have the bandwidth to handle both store operations and hiring logistics, leading to a slow hiring process with high candidate drop-off.

The centralized corporate-owned locations had similar challenges. Manual administrative work led to a drawn-out process that took 10 days to fill a single role. So when 7-Eleven acquired Speedway and its 3,800+ new decentralized locations, they realized that their hiring process was due for some streamlining. In order to best support their store managers, 7-Eleven decided to empower each one with the resources to hire effectively without sacrificing speed.

> By the time candidates got scheduled, they had already found jobs elsewhere.'

Rachel Allen
Head of Talent Acquisition, 7-Eleven



About 7-Eleven

7-Eleven is the largest convenience store chain in the country, with more than 13,000 total stores across the United States.

Company Website

7-eleven.com

Workday Products

- Talent Management
- Human Capital Management
- Workday Paradox



By handling administrative work with AI, 7-Eleven's store leaders save 2,000,000 hours annually.



7-Eleven reduced their average time-to-hire from over 10 days to under three.



With Rita responding instantly, 85% of qualified candidates are scheduled in under one hour.

Automating hiring with AI.

7-Eleven began its strategic TA tech overhaul to improve their time-to-hire while creating a streamlined hiring process across centralized and decentralized locations. To do it, they partnered with Paradox, who Speedway had already implemented at a small scale. Together, the two companies built an end-to-end hiring machine, all powered by an AI agent named Rita.

Available 24/7 via in-store QR code, career site widget, or job advertisement, Rita guides candidates through the early phases of the application process over text in minutes, and handles post-interview correspondence in a way that's frictionless for everyone. With Rita handling admin work, recruiters and store leaders are freed up to do more valuable work.

> The time savings is mind boggling. We're so thrilled to give those hours back to the stores.
>
> **Rachel Allen**
> Head of Talent Acquisition

An application as simple as texting.

With Rita, 7-Eleven turns their job applications into simple conversations. Once a candidate first engages, Rita immediately collects basic information to feed into 7-Eleven's ATS. If candidates have questions, Rita can answer instantly, and even send supplemental relevant content. If a candidate is ready to apply, Rita makes the screening process frictionless. It's all done in a few simple text messages that determine minimum qualifications. And with 24/7 availability, 7-Eleven never misses a single candidate, no matter when they engage.

Rita also streamlines interview scheduling by texting qualified candidates with open interview times based on store leader or recruiter availability. Once a time is selected by the candidate, Rita automatically notifies the interviewer and blocks the time off on their calendar. And store leaders, who know best when their stores are busy and when they'll have some free time, are able to configure Rita to only schedule during specific blocks of time to ensure smooth location operation.

> The ability for candidates to self-schedule means managers can spend more time making critical hiring decisions.
>
> **Rachel Allen**
> Head of Talent Acquisition

A frontline-focused ATS.

Fifty-five percent of 7-Eleven's stores are franchise operated — 7-Eleven empowers those locations with Workday Paradox Conversational ATS, an AI-driven candidate management platform. Built to hire frontline roles at scale, Workday Paradox Conversational ATS makes job management as easy as turning a toggle on or off. Once a manager opens a role, Rita does the rest: screening,scheduling, post-interview offers, and onboarding. If desired, store leaders can set volume limits to increase optimization, or manually take action on any candidates in just a few clicks.

> Paradox is the first solution that knew how to do high-volume recruitment. It's been a game changer.
>
> **Rachel Allen**
> Head of Talent Acquisition

Improving centralized recruiting.

7-Eleven's corporate-owned locations report to a centralized TA team that uses Workday Recruiting. For these locations, 7-Eleven opted to minimize change management and integrate Workday Paradox Candidate Experience Agent with their existing ATS. Under this workflow, Rita still screens and schedules candidates in minutes; candidate information is then seamlessly stored in a back-end that recruiters know and use everyday.

> Recruiters recruit. Managers manage.
> And AI does the rest.
>
> **Rachel Allen**
> Head of Talent Acquisition

The new 7-Eleven store experience.

With Rita handling 95% of the hiring process, 7-Eleven has been able to repurpose their resources into opportunities and roles for their centralized recruiting team. And franchise locations enjoy the benefits as well. With thousands of hours returned per week, managers are able to focus on hiring the right candidates, who compound the improved customer experience made possible by Rita's automated screening and scheduling.

"The people who had always been burdened by busywork are freed up to be consultants and advisors and do more people-centric work," said Allen.

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