

## SUCCESS STORY

# Baking a Better New Hire Experience

ClearCo empowers King Arthur Baking Company to find, hire, and engage top talent, spreading the joy of baking and strengthening communities



## About the Customer



King Arthur Baking Company is a 100% employee-owned, mission-driven organization that views baking as a way to positively impact communities. With a highly diverse workforce that operates a manufacturing facility in Vermont, a cafe, a retail store, baking schools, multiple pop-up stores, and includes full range of corporate roles, King Arthur requires a talent acquisition platform capable of managing a variety of candidates and new hires with very different needs.

## Highlights

**Eliminating Onboarding Friction:** King Arthur Baking Company cut 90 minutes from weekly orientation sessions by switching to ClearCo's digital, mobile-friendly onboarding system.

**Driving Cross-Functional Efficiency:** Internal tasks for IT and Finance were automated, replacing manual processes with streamlined workflows, ensuring new hires have the equipment and access they need on their first day.

**Empowering Recruiters and Managers:** ClearCo's Recruiting Experience module provides features like AI-driven Talent Match and interview scorecards to prioritize and evaluate large applicant pools.

**Partnering for Long-Term Success:** Beyond software, King Arthur benefits from expert support that acts as an extension of their team and actively integrates customer feedback into future product enhancements.

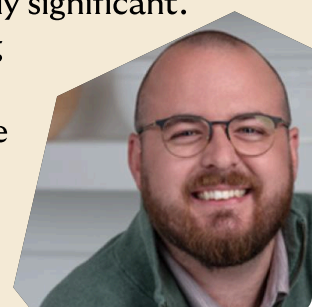
## The Challenge

Before partnering with ClearCo, King Arthur faced significant hurdles with a time-consuming onboarding process for new employees. The previous system was not mobile-friendly, creating a major barrier for a largely deskless workforce, who often had to visit local libraries just to access a computer for onboarding tasks. Internally, the lack of an automated system slowed hiring and impacted cross-functional tasks like assigning IT equipment or corporate cards. Those tasks were managed through emails and documents that lacked validation and frequently led to new hires starting without the tools they needed. Furthermore, they lacked a true applicant tracking system, making it nearly impossible to maintain a single source of truth for candidate records or accurately track applicant sources.

“You do the math - 52 weeks in a year, 90 minutes of time savings a week - that in itself is hugely significant. And that's excluding all of the onboarding automations and recruiting automations that come with the system. These all have time savings as well.”

**Mike Scanlon**

Senior Manager of People and Culture



“We can focus in on the experience from the application, to the interview process, through the onboarding process. We allow new hires to step in the door excited, without frustration, feeling really good about the organization they joined.”

**Mike Scanlon**

Senior Manager of People and Culture



## The Solution

King Arthur initially implemented ClearCo Onboarding and has since expanded to the full ClearRecruit suite, including modules for Candidate Attraction, Recruiting Experience and integrated Background Checks. The transition to a mobile-friendly, electronic format allowed new hires to complete their paperwork on their own time from any device, ensuring they arrive on day one ready to engage with their new roles. Clearly defined, system-driven tasks have become a cross-functional game changer for IT and Finance, closing communications gaps.

For recruiting, King Arthur utilized ClearCo’s flexible embedding options to add requisitions directly to their career page, automated interview scheduling, and posted QR codes at physical store locations to streamline the candidate experience. Hiring managers are also empowered by easy candidate grading and a Talent Match AI tool, prioritizing large pools of applicants effectively. Throughout this evolution, King Arthur has been supported by automated and personal service options, functioning as an extension of their team, and even providing custom-built training guides for unique scenarios like rapid pop-up store hiring.

*“From the recruiting standpoint, our manager satisfaction has been phenomenal. From our top-level executives down to a line supervisor, everybody has really enjoyed getting into the new system, and having the added functionality that comes with it,” says Mike Scanlon, Senior Manager of People and Culture.*

## The Results

The partnership between King Arthur and ClearCo has led to tangible improvements in operational efficiency across the employee lifecycle:

- **Significant Time Savings:** King Arthur reduced their weekly day-one orientation session by 90 minutes. New hires now arrive with their onboarding packets completed.
- **Increased Manager Satisfaction:** Managers from the executive-level to line supervisors have reported high satisfaction with the system’s ability to rank and prioritize candidates.
- **Seamless Cross-Functional Planning:** The IT and Finance teams now have a formalized planning workflow that ensures equipment and accounts are ready before an employee’s first day.
- **Data-Driven Recruiting:** The organization can now accurately track candidate sources, allowing them to understand the true impact of their paid job postings.
- **Stronger Ownership Culture:** By removing onboarding frustrations, King Arthur ensures new employee-owners start their journey focused on the mission rather than technical hurdles.

*“I’ve been floored by the people of ClearCo and the support services. First and foremost, the automated side of things has really impressed me. There have been a number of instances where I’ve submitted a support ticket, got an automated response, and was able to find my solution right there. In the times where we’ve had to connect with a person on the support side, that’s always been a great experience with a high level of responsiveness,” Scanlon explains.*

## The ClearCo Difference

“King Arthur Baking Company understands the joy of sharing food and community, and we’re proud to provide them a modern, integrated suite of hiring features that empower them to create their ideal recruiting process, and find the best people to fulfill their mission,”

**Eric Larnard**

Chief Operating Officer, ClearCo