



Customer Stories

Winning the Recruitment Race in Retail

Featured Solutions:

Interview Management System

Workday Integration

Interview Scheduling

Video Interviews (live & pre-recorded)

Structured Interviews

Realistic Job Previews



The Client

Headquartered in Atlanta, Georgia, family-owned RaceTrac is the 24th largest privately held company in the United States, serving guests since 1934. The company operates more than 800 retail locations representing the RaceTrac® and RaceWay® brands offering guests an affordable one-stop-shop featuring competitively priced fuel plus a wide selection of food and beverage favorites, including freshly brewed coffee. RaceTrac employs more than 10,000 team members across RaceTrac, RaceWay and affiliated companies Metroplex Energy, Energy Dispatch and Gulf Oil.

The Challenges

RaceTrac faces daily struggles common among large retail chains, including:

High-Volume Hiring: The company screens thousands of candidates monthly for roles ranging from store associates and drivers to corporate staff.

Geographically Dispersed Workforce: RaceTrac has more than 800 locations across 13 states.

High-Turnover Rates: With many part-time and seasonal workers, RaceTrac experiences the high churn that comes with retail—70% higher quit rates than other industries.

Outdated Systems: Recruiting and hiring processes varied greatly across markets and were largely manual, straining the team's capacity.



“Volume recruiting is just a different ball game, and many of our processes were manual and time-consuming. Recruiters simply didn’t have enough hours in the day to properly vet all applications, schedule and conduct the number of interviews needed, and complete their administrative tasks consistently. We knew there was a better way.”

Megan Prather

Senior Manager of Field Talent Acquisition, RaceTrac

The Solutions

RaceTrac boasts that it has “crazy good coffee and even better team members,” but in recent years, the HR team realized recruitment systems and processes had become less brag-worthy. The team wanted to address the organization’s growth and increased demand for a steady supply of qualified new hires, without compromising candidate experience.

RaceTrac took a multi-prong approach:

1. Restructured HR, establishing a recruitment leadership team focused on creating cohesive strategies and processes companywide.
2. Implemented VidCruiter as its [interview management system \(IMS\)](#) to optimize and automate their interview processes and improve candidate experience.



Key VidCruiter Features and Services

Superior Support	Smart Interview Scheduling	Scalable Video Screenings
VidCruiter provided RaceTrac with a dedicated client success manager for onboarding, implementation, and setup, plus custom training sessions and materials to facilitate launch and adoption.	Recruiters and candidates save time with VidCruiter’s built-in scheduler, which automates interview bookings, reminders, and communications via email or SMS.	RaceTrac empowered applicants to choose their preferred method of screening with pre-recorded video interviews, allowing them to respond on their own time and recruiters to review early-stage candidates efficiently.
Onsite and Virtual Interviews	Structured Interviews and Rating Guides	Automated Recruiting Workflows
For later-stage interviews, RaceTrac has the flexibility to schedule and conduct interviews in-store or via live video based on the role.	VidCruiter’s built-in guides and rating tools help recruiters and hiring managers evaluate candidates consistently and fairly.	Routine tasks like reminders, rescheduling, and follow-ups are now handled automatically, freeing recruiters to focus on attracting and evaluating talent.

“High-volume recruiting shouldn't compromise the candidate experience. VidCruiter enabled us to introduce a RaceTrac-branded virtual interview room, accessible with a simple click. By removing the need for app downloads and access codes, we've created a frictionless and personalized journey, making the interview process easier and more enjoyable for our candidates.”

Linda Sutton
Director of Recruitment

Seamless Workday Integration

RaceTrac relies on Workday to manage its internal HR functions and employee data, so finding an IMS that worked with it was a core requirement. VidCruiter’s bi-directional, real-time sync enabled RaceTrac to maintain Workday as its primary system of record while leveraging VidCruiter’s advanced interviewing, scheduling, automation, and tracking features.

“VidCruiter’s implementation process was truly best-in-class. The team went above and beyond, taking the time to thoroughly understand our business needs and existing processes. They proactively recommended solutions that anticipated our future requirements and partnered closely with us, ensuring every step aligned perfectly with RaceTrac's goals and strategies.” Linda Sutton, Director of Recruitment RaceTrac.

The Results

Increasing recruitment efficiency, effectiveness, and alignment were key objectives as RaceTrac rolled out VidCruiter. Additionally, the company wanted to gain visibility into recruitment metrics and identify ways to improve.

Short-Term Recruiting Wins

In the first five months after implementing VidCruiter, RaceTrac achieved significant results.

Interviews Completed



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“My motto has always been that people need jobs today, not tomorrow. So seeing us improve on key metrics like time to offer and time to hire has been amazing.”

Megan Prather

Senior Manager of Field Talent Acquisition, RaceTrac



Long-Term Strategic Visibility

Disparate systems and manual processes previously made it nearly impossible for RaceTrac to collect and analyze recruiting data. They now have a central solution that integrates with Workday and gives them metrics, insights, and the ability to pivot.

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“VidCruiter enables us to capture data and run reports about the quality of candidates our recruiters are interviewing. That information helps us determine whether we need to pull additional levers and tap into different talent pools. We can see the average ratings our recruiters are giving candidates and make good business decisions to meet hiring needs.”

Megan Prather

Senior Manager of Field Talent Acquisition, RaceTrac

20%

Increase in overall
interview attendance

167%

Increase in scheduled
interviews

85%

Realistic Job Preview
show rate