

How HourWork Boosts Employee Engagement and Retention for Domino's Franchisees



Sprockets Powers JoJo, HourWork, and Hourly.



HourWork: An Official Partner of Wizardline

Fueling Franchise Success: How to Engage and Retain Your Domino's Team

Running a successful Domino's franchise isn't just about delivering great pizza—it's about building a strong, motivated team that can drive your business forward. From managing day-to-day operations to planning long term growth, Domino's franchise owners juggle numerous responsibilities. That's where HourWork, an official partner of Wizardline, steps in.

With automation tools that streamline employee engagement and retention, HourWork ensures your team members stay happy, motivated, and ready to deliver results. This guide explores how HourWork can help your franchise thrive, enhancing both store performance and employee satisfaction.



Employee Engagement at the Core of Domino's Franchise Success

Domino's franchise owners know that a motivated team is essential for a well-run store. Whether it's your delivery drivers or store associates, every team member plays a crucial role in ensuring smooth operations and excellent customer service. But keeping employees engaged, especially in a high-turnover industry, can be challenging.

HourWork enhances engagement through automated touchpoints that keep team members feeling connected and valued, right from day one. These timely, personalized messages help ensure new hires feel welcomed, and ongoing check-ins maintain their enthusiasm and commitment over time.

How HourWork Improves Engagement:

Day-One Welcome Messages:

Greet new hires warmly as they join the Domino's team, making them feel like an immediate part of the family.

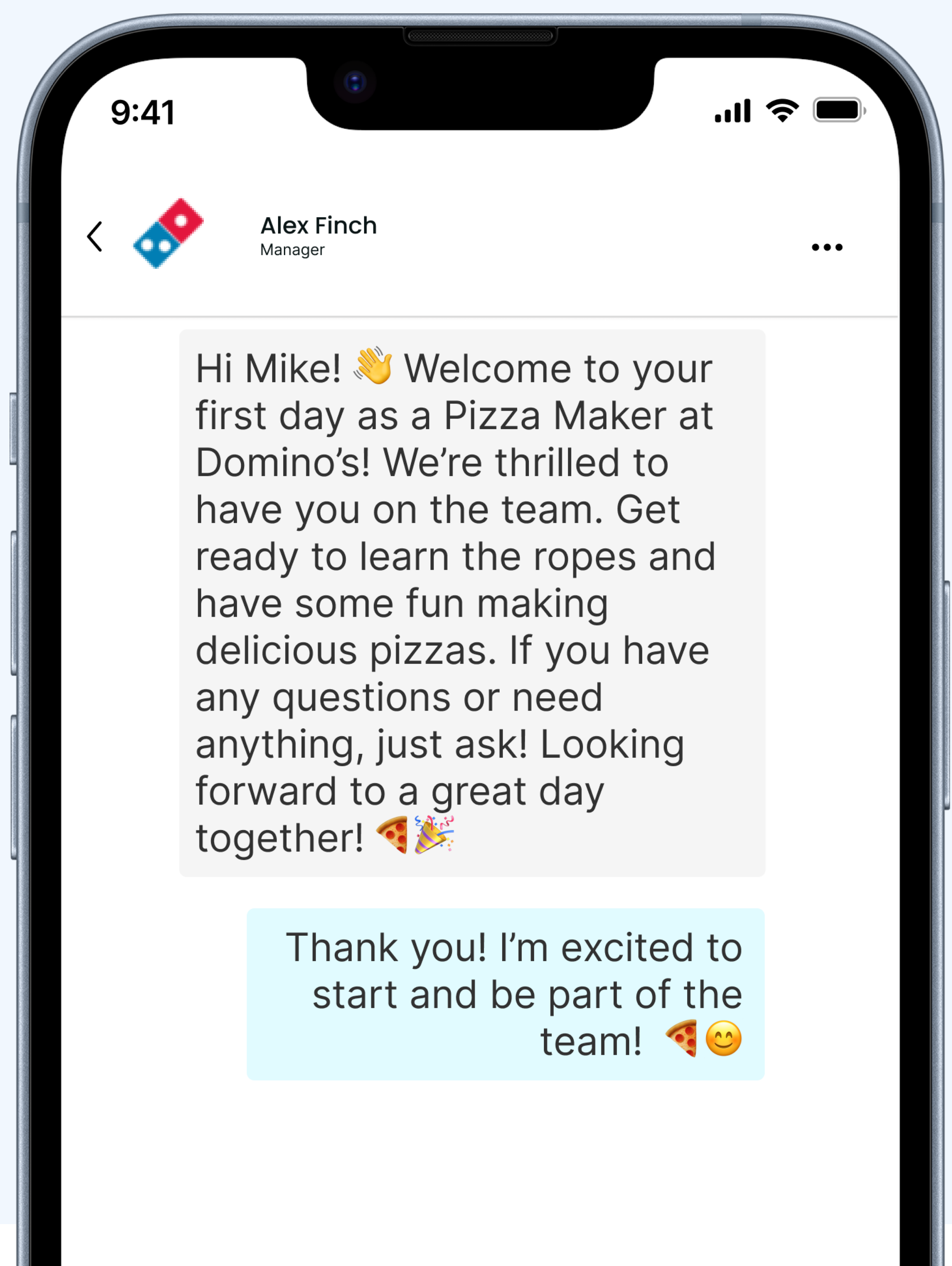
New Hire Check-ins:

Gauge how new employees are adjusting while enabling them to ask questions, voice concerns, and share feedback.

Milestone Messages:

Celebrate key dates, like work anniversaries and birthdays, reinforcing their value to your team.

By fostering a positive employee experience from the beginning, HourWork helps franchise owners build a loyal, engaged team. The result? Smoother store operations and a more motivated workforce.



Turning Engagement into Retention Across Locations

Managing multiple locations brings its own set of challenges, but one constant remains: turnover hurts. Many franchisees face high employee turnover, but with the right retention tools in place, it's possible to turn the tide.

HourWork helps franchises address turnover with proactive Stay and Exit Surveys. These automated surveys provide clear insights into employee experiences, revealing what's working well and what may need adjustment.

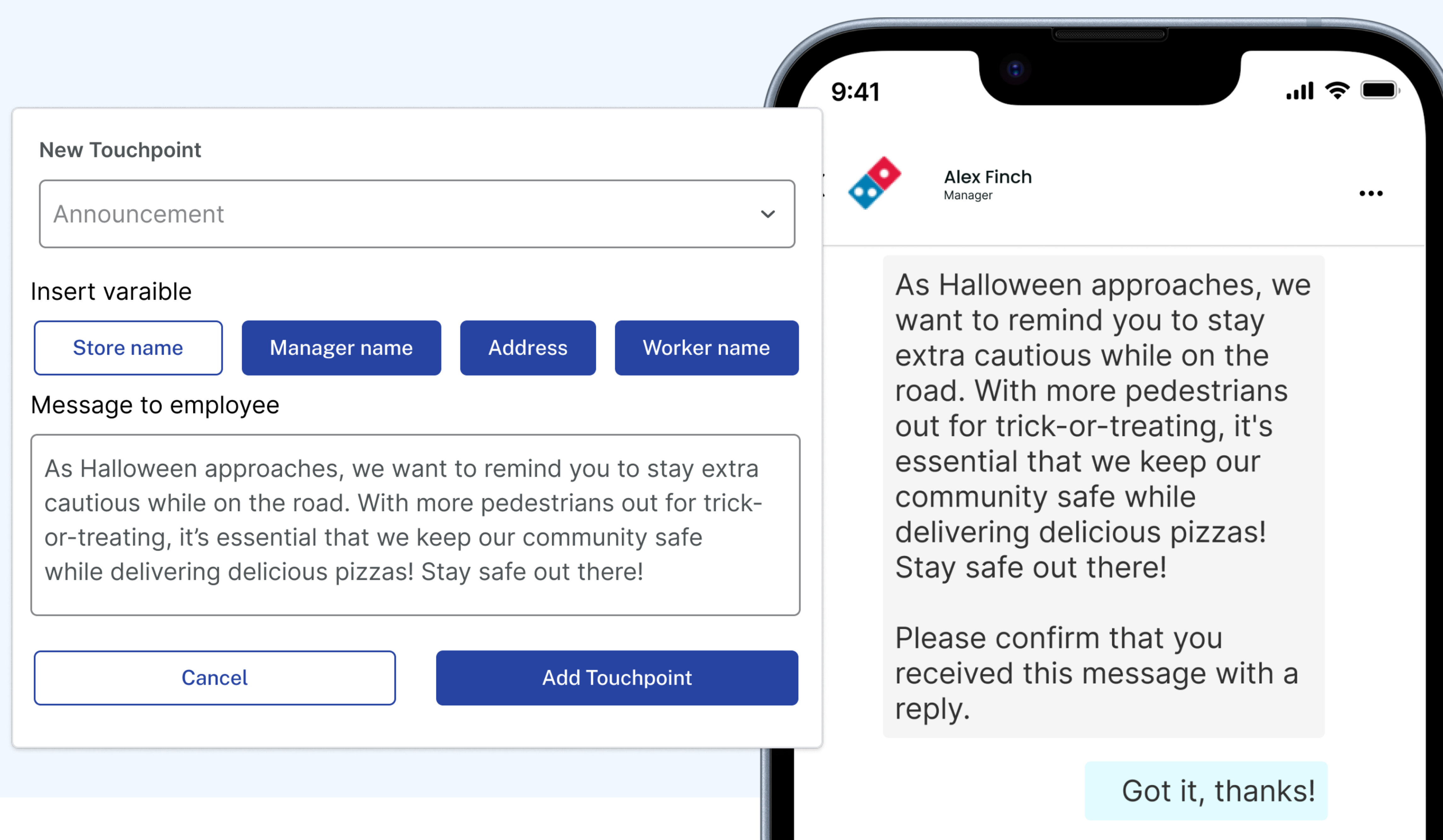
Stay Surveys: Help you understand why employees choose to stay—whether it's flexibility, support, growth opportunities, or a positive team culture.

Exit Surveys: Don't guess why employees leave. Use surveys to identify issues like scheduling conflicts or job dissatisfaction and make changes to improve retention.

Keeping Your Team Informed with Role-Specific Announcements

HourWork's custom announcement feature enables franchisees to easily send targeted messages, making sure important information reaches exactly the right team members—when and where they need it.

Whether it's a timely safety reminder for delivery drivers or a new promotion update for store associates, text alerts reach employees directly, ensuring messages are seen quickly, without getting lost in busy inboxes or on overlooked bulletin boards.



Q1 2025 Releases

Turnover Risk Identification:

AI-based alerts to managers when an employee is identified as being at risk of quitting.

Priority Message Alerting:

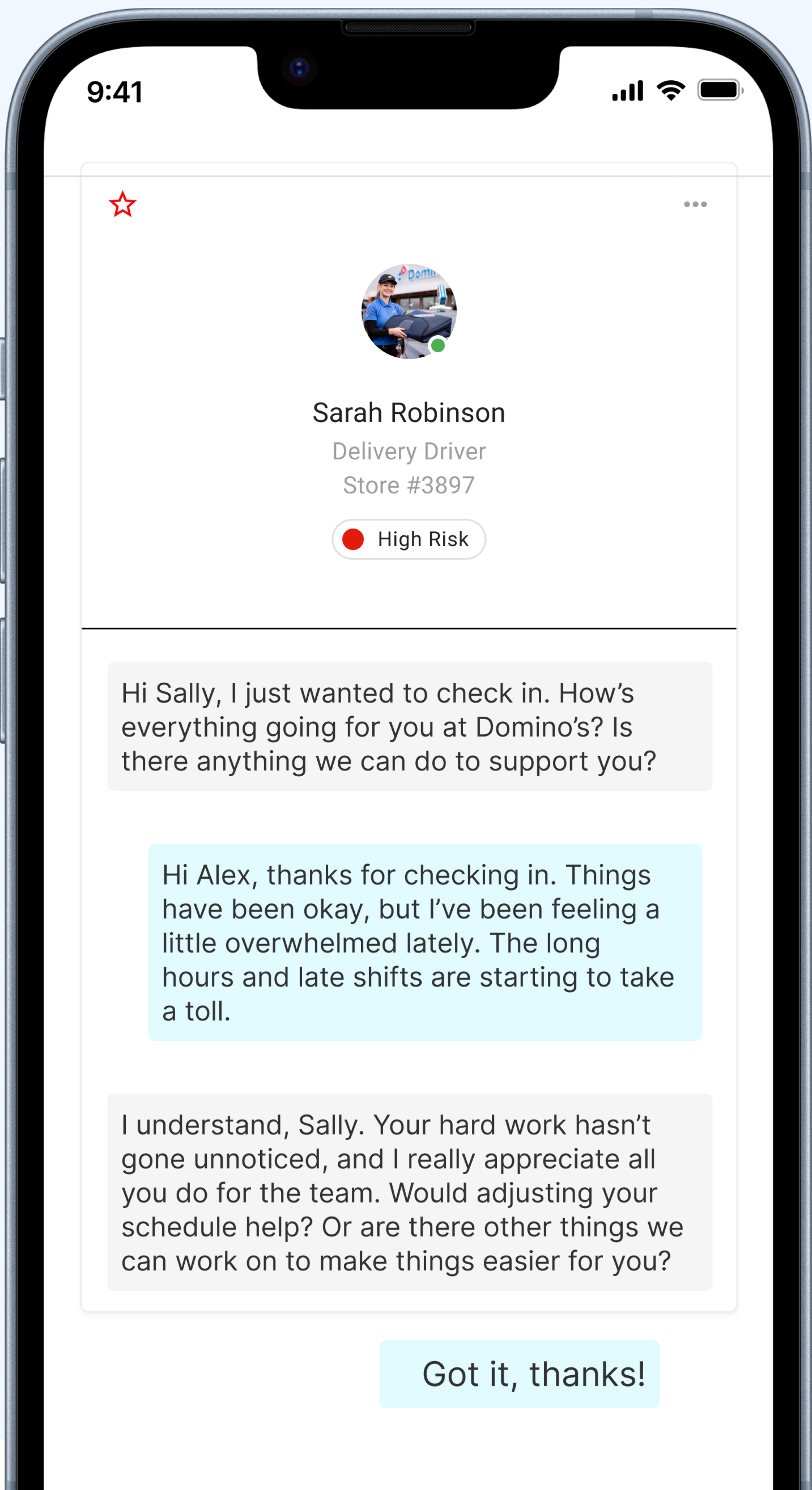
Receive immediate notifications about sensitive messages regarding personal safety or formal complaints.

AI Assistant Auto-Responses:

Automated responses to questions posted by users, providing instant answers.

Dashboard Improvements

Click to view specific responses from store to store in different regions.
Exit survey results will help identify potential re-hires for future Smart Pools campaigns.



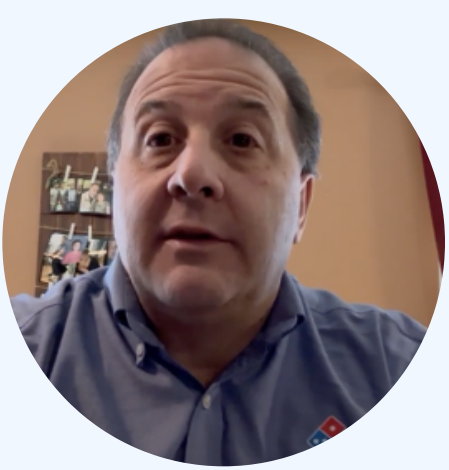
Employee Name	Store	Job Title	Turnover Risk
 Bridget Laird	Store #3897	Delivery Driver	Low
 Jack Simmons	Store #1276	Delivery Driver	Medium
 Sarah Robinson	Store #3897	Delivery Driver	High
 Jack Simmons	Store #8900	Pizza Maker	Low
 Darlene Robertson	Store #8900	Pizza Maker	Low
 Gerald Clark	Store #8900	Pizza Maker	Low
 Decatur Wilson	Store #8900	Pizza Maker	Low
 Will Brown	Store #8900	Pizza Maker	Low

Success Story: Real Results with HourWork

Transforming Employee Engagement and Retention at Boston Pie Domino's

WATCH DOMINIC'S STORY

"I would never renew with a vendor that was wasting my money, and this is our third year with them. So I think that tells you what you need to know about how we feel about their ROI."



Dominic Benvenuti

Vice President & Director of Operations
Boston Pie



Key Insights

Engage Your Team: *"Today's team member wants to be part of it. They want to be engaged."* At Boston Pie, fostering engagement is a priority, and HourWork's automated messaging supports this goal

Understand Retention: *"The ability to understand what's happening in my stores allows me to address issues and improve retention."* HourWork provides the tools to gather feedback and insights that help address employee concerns effectively.

Focus on Growth: *"We focus on not just why people leave, but why they stay."* With HourWork's support, Boston Pie can develop strategies that enhance employee satisfaction and loyalty.

Implementing HourWork in Your Domino's Franchise

Getting started with HourWork is simple and seamless, especially as an official partner of Wizardline.

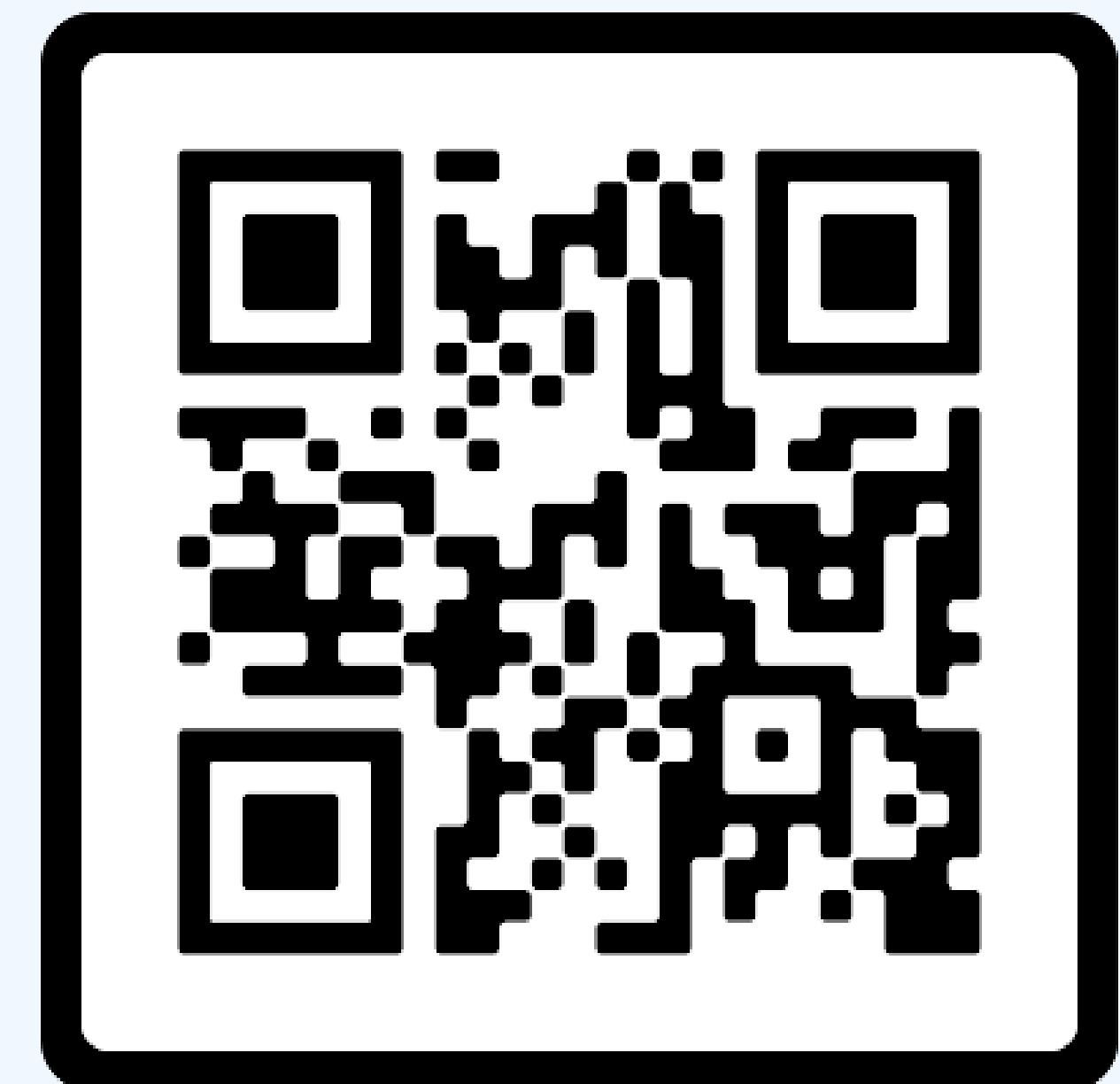
Sign Up with HourWork: Contact Geoffrey Genova to get set up with HourWork.



Geoffrey Genova

Director of GTM
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geoffrey.genova@sprockets.ai

[Book a Demo](#)



Customize Engagement Tools: Once onboard, customize check-ins, surveys, and milestone messages to fit the unique needs of your Domino's stores.

Monitor and Adjust: Use HourWork's real-time insights to monitor employee engagement and adjust operations as needed. You'll see improvements in retention and morale almost immediately.

The Future of Workforce Management for Domino's

Domino's franchisees are known for their ability to adapt, grow, and lead successful teams. HourWork empowers you to take that success to the next level by ensuring that your workforce remains engaged, motivated, and ready to deliver for your customers.

Whether you're operating a single store or managing multiple locations, HourWork's tailored engagement and retention tools help you stay ahead in the competitive quick-service industry. Start today and experience the difference of automated workforce management designed with Domino's franchisees in mind.



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