



CASE STUDY

How Pop-A-Lock *Streamlined Hiring* Across 260+ Franchises with JazzHR

Building structure, speed, and fairness into franchise hiring
—without the chaos.

Supported hiring
across **260+**
franchise locations

Cut time to hire
from 2 months to
2 days

Assessment
completion rate
jumped from 10% to
50%



JazzHR has transformed our hiring operations by bringing order to a previously chaotic process, making us more effective and significantly improving turnaround times.”

Robert Reynolds

Director of Operations, System Forward America





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Background

Pop-A-Lock, a franchise brand under System Forward America, is one of the nation's most recognized names in locksmith and security services. With more than 260 locations and 1,500 employees, Pop-A-Lock serves communities across the country with essential, on-demand support for cars, homes, and businesses.

In an industry where hands-on skills matter more than traditional credentials, finding candidates who can be trained for the role—often with no prior experience—is mission critical. But before JazzHR, hiring was chaotic, inconsistent, and difficult to scale.

Customer Snapshot

-  **Locations:** 260+ franchise locations nationwide
-  **Employees:** 1,500+
-  **Hiring team:** 100+ hiring managers
-  **Previous process:** Manual recruiting through spreadsheets and scattered job boards
-  **Features needed:** Tech integrations, applicant tracking, SMS messaging, automated workflows, and custom SOPs



The *Challenge*

Hiring at Pop-A-Lock is a little different. There's no formal training pipeline for locksmiths, so franchisees need to find the right people to meet their unique needs—those who are coachable, dependable, and ready to learn a hands-on skill. But before JazzHR, each location was on its own when it came to hiring.

Franchisees were juggling emails, texts, and job board platforms without a single source of truth. Many of them didn't have a background in HR and were overwhelmed by the process. Applicants were slipping through the cracks, time to fill was stretching into months, and corporate was constantly fielding support requests.



Hiring for us is unique. There's no 'locksmith school,' so we're not looking for ready-made professionals. We need people who are trainable—and that means our process has to be structured, simple, and scalable. ”

Robert Reynolds

Director of Operations, System Forward America





Why JazzHR?

Pop-A-Lock didn't just need a tool—they needed a partner to help build a repeatable, efficient, and equitable hiring process across a wide network of franchises.



JazzHR made the pre-hire assessment process completely autonomous. Hiring managers can just load it in and go—no extra steps, no extra people needed.”

—Robert Reynolds

Here's what stood out:

Tech integrations

JazzHR seamlessly integrated with Pop-A-Lock's pre-hire testing tools, enabling franchisees to quickly evaluate candidate fit without relying on corporate HR or IT teams for support.

User-friendly interface

The platform provided franchisees with one centralized place to manage the entire process—eliminating the need to jump between job boards, inboxes, and spreadsheets. Its intuitive design and visual layout made it easy for non-technical users to get up and running quickly.

SMS communications

Since many candidates don't have traditional desk jobs, they aren't regularly checking their email. JazzHR's built-in SMS capabilities allowed hiring managers to connect with applicants instantly—leading to faster response times and more meaningful engagement.

Repeatable processes

Having standard operating procedures (SOPs) and automated workflows built into JazzHR helped Pop-A-Lock replicate proven hiring practices across multiple locations. New franchisees didn't need to build from scratch—and corporate teams saved time by avoiding repeated setup requests.



Key Outcomes

Slash time to hire

Before JazzHR, it could take up to two months to fill an open role. Now, many franchisees are completing the hiring process in just two weeks—thanks to centralized workflows, automated communication, and a system that keeps everything organized from start to finish.

Boost candidate engagement

Since rolling out JazzHR, Pop-A-Lock has seen a major increase in candidate follow-through. The number of applicants completing pre-employment assessments jumped from 10% to 50%, giving hiring managers a clearer picture of each candidate's potential—and helping them make better decisions, faster.

Reduce hiring bias

JazzHR's standardized workflows help ensure hiring decisions are based on objective data—not gut instincts. This structure reduces the risk of unconscious bias and supports a more equitable candidate experience.

Simplify franchise onboarding

When new locations join the Pop-A-Lock network, hiring doesn't need to be reinvented from scratch. JazzHR gives them access to proven hiring templates and processes—saving time and setting teams up for success from day one.



It's not about who contacts you first or who sounds good on the phone. The system helps us focus on the process—and that makes it fairer and more equitable.”

—Robert Reynolds



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Hiring Made *Easy*—for Teams That Move *Fast*

With JazzHR, Pop-A-Lock transitioned from spreadsheets and misaligned processes into a streamlined system that works across every location. Franchisees now have the tools and structure they need to move quickly, stay organized, and make confident hiring decisions. It's not just about saving time—it's about setting every location up for long-term success.

Whether you're hiring for one location or hundreds, JazzHR gives you the power to grow your team with confidence. Learn more about our tech or book a call with an expert now.

