

# Fourth fuels a 400% spike in applicants and 57% drop in turnover for this nation-wide convenience store.



Discover how Georgia Oil conquers the day with PeopleMatter from Fourth to automate and improve sourcing, hiring, and onboarding quality employees.

**57% decrease**  
in employee turnover

**38% decrease**  
in onboarding time  
(90 - 54 days)

**12k average**  
applicant pool per year

Beginning with just one tank truck, this family-owned business has since transformed into a major Southeastern fuel and convenience store operator with 78 stores across Georgia, Florida, and Alabama operating under the Inland, SunStop, SunValley Market & Deli, and S&S Foods brands. The founder's son continues the legacy today as the CEO.

## Challenge

As the company expanded, it needed a better way to find, hire, and onboard more applicants. A manual system with paper applications and on-the-spot hiring no longer suited a growing business with multiple categories of employees. The fuel and convenience store chain needed to embrace technology to help them verify, compare, hire, and manage more than 1000 employees annually.

## Solution

Southwest Georgia Oil turned to PeopleMatter from Fourth for a seamless applicant tracking system and consistent flow of quality prospects.

- Managers screen applications, conduct and assess behavioral-based interviews, and make the best hire.
- Individual business units can be managed for each location.
- Built-in compliance ensures adherence to all federal, state, and local employment laws and tax documentation.
- The user-friendly, automated system makes the transition to technology an easy one —saving significant time and resources.
- By tracking source-to-hire data, hiring managers can easily understand what job boards produce the best-fit candidates.



"When we implemented PeopleMatter...it completely changed our turnover rate."

"PeopleMatter makes hiring less of a hassle for my HR team... the icing on top of that would be just how effortless it is."

"The hiring tools from PeopleMatter help us pick the right person."

**Katie Marzolf, PHR**  
Human Resources Director,  
Southwest Georgia Oil Company

## Result

The implementation of PeopleMatter was a gamechanger for Southwest Georgia Oil.

- **57% reduction** in employee turnover upon implementation.
- **10-15% below** industry-standard turnover on average.
- **38% faster onboarding** – from 90 days to 54 days
- **4X larger applicant pool** – from 1500 per year to 12k per year with Fourth



Industry  
Retail



Locations  
78



Employees  
5000



Product  
PeopleMatter



Workforce  
management solutions  
Human capital  
management