



Bernie Little Distributors Case Study

STREAMLINING RECRUITING WITH SMART, SCALABLE APPLICATION

CLIENT OVERVIEW

Bernie Little Distributors is a premier beverage distributor based in Central Florida, proudly serving Polk County and surrounding areas for over 50 years. With a portfolio that includes household-name beer and beverage brands, Bernie Little operates a complex logistics and delivery infrastructure that fuels restaurants, bars, events, and retailers across the region.

With over 200 employees and a service area spanning multiple counties, Bernie Little maintains one of the largest logistics operations in the area—and they are **almost always hiring**.

To manage this constant recruitment need, Bernie Little partnered with **Pepper Punch®**, the software development division of Torch Designs, to create a digital hiring experience that's as seamless for applicants as it is powerful for internal HR.

CHALLENGE

Bernie Little's hiring process needed modernization. Their paper-based or PDF-based job applications were difficult for applicants to complete and cumbersome for HR staff to process—especially given the volume of candidates applying for driver, warehouse, sales, and office positions year-round.

Their goals included:

- Replacing the outdated employment application with an intuitive, mobile-friendly **wizard-style online form**
- Using **conditional logic** to ask only the relevant questions for each job type
- Integrating the application process with their **employment assessment tool**
- Improving applicant screening through better data collection and structure
- Reducing bottlenecks and manual review effort for HR staff

PEPPER PUNCH SOLUTIONS

✓ **Dynamic, Multi-Step Application Wizard**

Pepper Punch built a **custom multi-page wizard form** that walks users step-by-step through the job application process. Highlights include:

- **Mobile-Optimized UI** designed to work on any device, ensuring applicants can apply from anywhere
- **Conditional Logic Engine** that tailors the questions based on position applied for (e.g., warehouse vs. sales vs. delivery driver)
- **Auto-Save and Resume** capabilities to reduce drop-off during the application process

✓ **Employment Assessment Integration**

To help Bernie Little quickly identify top candidates, the system automatically connects applicants to a **behavioral assessment tool** after submission. This integration allows HR to evaluate personality and fit before moving forward with interviews.

✓ **HR Efficiency Tools**

The solution was built with HR scalability in mind:

- Collected data is structured and tagged for **rapid filtering and sorting**
- Internal views make it easy for staff to **review applications in bulk**
- Assessment scores and key qualifications are **automatically surfaced** for hiring managers

✓ **Ongoing Support and Iteration**

Pepper Punch designed the system to be easily extendable. As Bernie Little's hiring needs evolve, new job types or questions can be added without a full redesign, and updates are deployed with minimal disruption.

RESULTS (TECHNICAL IMPACT)

- **Faster Review Times:** Structured data collection and assessment integration help HR staff get to the right applicants faster
- **Improved Completion Rates:** The wizard-style format makes it easier and less intimidating to apply
- **Scalable Hiring Funnel:** The platform supports ongoing, high-volume recruiting without increasing HR workload

- **Better Hiring Decisions:** Integrated assessments give insight into candidate fit before interviews begin

CLIENT FEEDBACK

“THANK YOU!!! I am so thrilled and proud. I appreciate you and the Torch team.”

— **Brynna Snyder**, Bernie Little Distributors

LOOKING AHEAD

With the technical foundation in place, future enhancements under consideration include:

- Applicant tracking dashboard
- Role-based access for department heads to screen their own candidates
- Multi-language support
- Expanded pre-screening logic based on compliance or licensure