

FRANCHISE CASE STUDY

FERRETLY AI POWERED SOCIAL MEDIA SCREENING



Learn how
Decorating Den
protects their
brand using Social
Media Screening
from Ferretly

Since 1969, Decorating Den Interiors (DDI) has been making the world more beautiful, one room at a time, with individually owned and operated franchises throughout the U.S. and Canada. It is their goal to provide an incomparable, fun design experience for every customer. They pride themselves on delivering outstanding design, quality products, and exceptional service.

In the mid-'90s, Jim Bugg, Jr. took the helm and was named President and CEO of DDI. Under Bugg Jr.'s leadership, the business of DDI has grown to become North America's largest home furnishings and interior design franchise company offering over 150 brands from its supplier network to franchises throughout the United States and Canada. In 2019, DDI celebrated 50 years of making the world more beautiful, one room at a time.

The Goal

If a franchisor's model is highly profitable, and they have trusting relationships with franchisees who support the leadership's vision and mission, then the chain will grow. Decorating Den Interiors saw a need to expand on their current recruiting process and how they mitigate risk throughout the entire company and growing franchises. They knew the market would reward a stellar brand that they had established but also wanted to make sure the people represent the brand in a positive light. The goal of bringing Ferretly into the mix of their recruiting practice will help ensure a consistent process throughout the organization to ensure they recruit quality candidates, designers and potential franchisees.

“Decorating Den Interior prides itself on the quality of our service, and making sure the right people represent our brand. Ferretly has been a great addition to our recruiting process, and has helped us partner with designers, staff, and franchise owners to ensure we are all moving forward together.

-Jim Bugg Jr., President and CEO, Decorating Den Interiors

The Solution

Ferretly International helped create an approach in DDI's recruiting and screening process by enabling the headquarters and franchisees to have a universal plan. Once DDI's social media screening integrated into their recruiting process, DDI started making strategic recruits that made sense for their brand, while still providing exemplifying customer service. The perfect blend of targeted recruiting and beautiful decorating has helped DDI, create consistency throughout their growing franchises nationwide. Ferretly is helping DDI continue to have an award-winning team of designers throughout the U.S. and Canada. It has created a platform to reduce risk in their recruiting processes by identifying potential candidates that have exhibited harassment, prejudice, violence, or other questionable activities through their public social media history. This platform will allow DDI to monitor ongoing franchisees and employees to ensure they are protecting their brand.

