



CASE STUDY

Recruitment Life Cycle for Transportation Firm

AT A GLANCE

CHALLENGES

- Fill 2 roles with 3 shifts each all at one location needing initially 150-200 employees

RESULTS

- Social Media Candidates Sourced: 375
- Interviews to hired: 2.55:1
- Offer Acceptance rate: 72.2%
- Client Satisfaction: Strong/Highly Satisfied

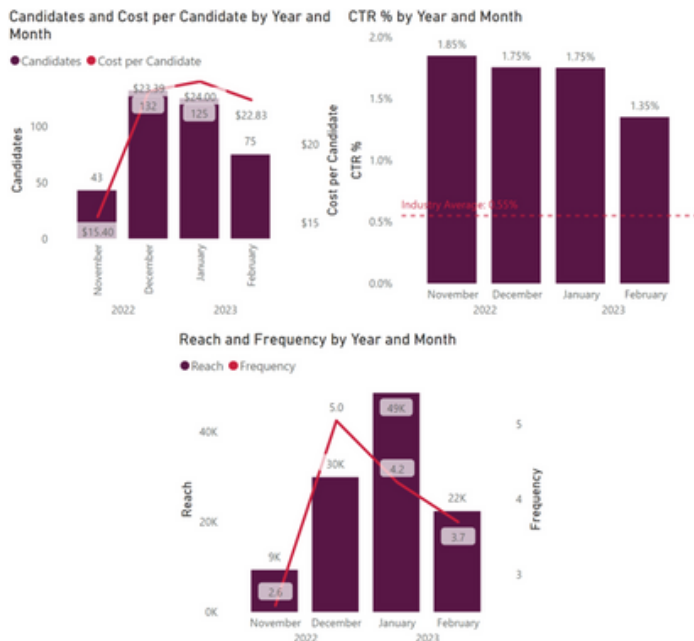
OBJECTIVES

Known as a market leader for managing the distribution of vehicles, equipment, and specialized cargo, the company sought Hire Velocity's strategic thought leadership to attract high-quality candidates for a large-scale hiring initiative to recruit over 150 employees for 2 roles with 3 shifts each at one of their many U.S. locations.

SOLUTIONS

Hire Velocity's dedicated team provided the client with leadership, recruiting, and sourcing support. A streamlined communications plan, high-volume sourcing strategies, and customized interview days maximized the client's efforts to generate strong results. Hire Velocity utilized a proprietary Applicant Tracking System (ATS) combined with ProIQ's advanced programmatic recruiting technology (using programmatic software) and social media recruiting to create a better bidding strategy, actively manage the client's spend and built a steady pipeline of candidates for their open positions.

Social Media Campaign Metrics



RESULTS

- Reduced time-to-hire
- Larger talent pools with a wider diversity of candidates
- Over 2300 candidates sourced within 4 months, through online job boards and social media recruiting.
- Better qualified candidates
- Strong employer brand to win top talent and stay competitive
- Optimized the available hiring budget with precision job targeting