

# How Hire Velocity's RPO Solution Powered Access to Online Therapy

The world's largest e-counseling platform aims to change the way people get mental help by providing convenient, discreet, and affordable access to a licensed therapist while also providing job opportunities for professional counselors. With its rapidly expanding customer base and scalability challenges, Hire Velocity's client needed a solution to continuously meet the needs of their users.



## CHALLENGES & SCOPE

Hire Velocity's client needed to quickly scale to fill Psychologists (PsyD), Licensed Professional Counselors (LPC), Licensed Mental Health Counselors (LMHC), Licensed Clinical Social Workers (LCSW), and Licensed Marriage and Family Therapists (LMFT). The company partnered with Hire Velocity to assist them in finding qualified candidates for their open positions. These candidates needed at least three years of specialized experience and certifications like a master's or Ph.D.



## SOLUTIONS

- Hire Velocity's dedicated team provided the client with leadership, recruiting, and sourcing support.
- Hire Velocity utilized a proprietary Applicant Tracking System (ATS) combined with email lists, cold calling, and a disciplined recruitment methodology.
- Hire Velocity's sourcing team consisted of highly trained recruiters who knew how to actively sell the position to candidates over the phone.



## RESULTS

The Hire Velocity RPO solution brought the client 1,753 qualified applicants with 683 successful hires. This resulted in a 38.9% conversion rate.

