

PEOPLEREADY: INCREASING REACH, CANDIDATE ENGAGEMENT AND AUTOMATION

PeopleReady, one of the top industrial staffing agencies in North America, required a digital recruitment solution powered by PeopleScout's proprietary talent technology, Affinix[™], to attract and engage candidates.

SOLUTION HIGHLIGHTS

- **DIRECT SOURCING SOLUTIONS WITH INCREASED REACH VIA SEO**
- **100% AUTOMATED APPLICATION, SELECTION AND ONBOARDING PROCESS**
- **MOBILE-FIRST, EASY APPLICATION COMPLYING WITH ALL NORTH AMERICAN STATE AND PROVINCE LAWS**

Case Study: Recruitment Process Outsourcing

PEOPLEREADY: INCREASING REACH, CANDIDATE ENGAGEMENT, CONVERSION AND AUTOMATION

SCOPE & SCALE

PeopleReady attracts more than one million candidates annually to staffing and short-term labor positions. The client required a digital recruitment solution that increased reach by creating virtual talent communities of prospective candidates, while also providing a seamless online application experience that could be completed on a mobile device in under 20 minutes.

SITUATION

PeopleReady has invested heavily in innovative, mobile-first work scheduling and dispatching technologies but lacked a digital online sourcing solution to attract and engage candidates. PeopleReady selected PeopleScout's Affinix recruitment technology platform to replace its existing solution. Affinix enhances the online candidate experience and increases conversion rates by solving the following challenges:

- Simplify the previously complicated job posting process by distributing job openings to multiple sourcing channels immediately by creating just one post in Affinix
- Implement direct sourcing to channels such as Indeed, Google for Jobs and niche platforms
- Improve email integration with assessment vendors that previously had high drop off rates

SOLUTION

- An engaging, mobile-optimized apply experience that guides candidates through application, online selection, employment form completion, WOTC, W4 and I9 processes via a safe, remote process
- Direct integration with four external vendors to ensure the entire application process can be completed within the browser, with no interruptions from external emails or links
- Highly localized job recommendations

RESULTS

TARGET LAUNCH ACHIEVED

Solution launched within 15 weeks, on time and under budget

RECEIVED MAJORITY OF MOBILE APPLICATIONS

80% of candidates apply via a mobile device

INCREASED CONVERSION RATES

15% increase in conversion rates within the first two weeks of go-live

CLIENT FEEDBACK

“The PeopleScout team allowed us to design a candidate flow that met the needs of our business. The team was quick to pivot and solution as areas of opportunity were identified for improving the candidate experience. Launching a solution with operational reporting allowed us to immediately monitor candidate flow to allow for quick adjustments of sourcing strategy. Very positive partnership with the entire implementation and technology teams.”

— Tina Radosti

VP Talent Acquisition, PeopleReady

