



# The Secrets of Meeting Unstable Consumer Demand

## Situation

Predicting consumer demand is more complicated than ever due to the "permacrisis" we've experienced over the past few years. Our client in the construction sector benefited from an exponential increase in demand. However, they needed to fill 2,000 unique roles throughout the United States in fiercely competitive markets to meet consumer demand and reap the financial benefits.

To find and attract qualified candidates, our client established a centralized sourcing process. Despite several months of effort, the progress was slow and unsuccessful. The main challenges were high turnover, low candidate responsiveness, extended cycle times, a shortage of qualified candidates, a low application-to-hire ratio, and a lack of internal accountability from field operations.

## Solution

EG leveraged market demographics to tailor our sourcing strategies. The campaigns were deployed with market-specific recruitment analysis, employer branding, and ideal candidate profiling to attract the right talent based on our market research insights and company goals.

Our ability to source both active and passive candidates allowed us to fill over 2,000 distinct positions at a lower cost compared to what our clients would typically pay. This resulted in significant savings for our clients.

After sourcing the right talent for the roles, EG utilized our proprietary Applicant Tracking System (ATS) technology to continuously engage with qualified candidates and improve candidate responsiveness. Our EG Cares data, presented to our client's key stakeholders, tracked employee satisfaction and provided areas of improvement to increase retention.



## Results



### 30% increase in turnover rate

Improved turnover rate from 85% to 55% within the first 90 days.



### 33% show rate-to-interview increase and 83% increase in interview-to-offer ratio



### Reduced cycle time by 12%

12% reduction in cycle time meant hired employees get to work faster



### Filled all 2,000 unique roles



### 95% increase in candidate quality according to hiring managers



### Improved candidate satisfaction to a 9.2 Net Promoter Score (NPS)