



Situation

The geographical location of a workplace plays a crucial role in attracting and retaining high-quality employees. The wrong location can cost millions in lost talent, productivity, and capital because of a small talent pool.

Our higher education client is located in a niche market without a broad pool of local IT professionals to recruit from. Despite numerous job postings and internal sourcing, the position received minimal applications from underqualified candidates.

Solution

Our Talent Strategists developed a customized sourcing plan to identify both active and passive candidates who aligned with our client's specific values and requirements. We focused our search within a reasonable commutable distance of the niche market to expand our candidate pool.

Thanks to our tailored strategies, EG significantly increased the number of applicants from less than 12 to 100+. We meticulously screened every applicant through resume reviews and in-depth phone interviews.

Results

3:2 Submit-to-Interview Ratio:

Our screening processes saved our client time and money because the hiring manager had hand-picked, high-quality candidates to interview.

5 Days Time-to-Fill:

Within five days, our client hired the top candidate because of our out-of-the-box decision-making, generating revenue based on data-decision making.

The hired candidate exemplifies our client's values and exceeds technical expectations.

