



## Situation

Predicting consumer demand is more complicated than ever due to the "perma-crisis" 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

Not only did we successfully fill all 2,000 unique roles in fiercely competitive markets, we also:

- Improved turnover rate from 85% to 55% within the first 90 days.
- Show Rate-to-Interview increased by 33%.
- Reduced cycle time by 12 days, getting hired employees to work faster.
- Increased Interview-to-Offer Ratio by 83%.
- Hiring managers reported a 95% candidate quality improvement.
- Improved candidate satisfaction to a 9.2 Net Promoter Score (NPS).

