

# Using Multiple Tools To Drive Results

## Background

Comfort Keepers (CKFI) is one of the largest home care franchises in the United States. A local franchisee (one of CKFI's largest), servicing Greater Memphis, northwest Mississippi, and the surrounding area reached out for help to meet the recruiting needs of their growing business.

## Challenge

The internal recruitment team was struggling with low interview show-up rates and fewer caregivers than normal calling back. Essentially, the office was feeling the pains of a market shortage and increased competition for caregivers in the community. The team had a pipeline, solid internal recruitment practices, and was searching for a unique solution to better manage the ebb and flow of case demands.

## Solution

Comfort Keepers Memphis already leveraged multiple recruitment tools, including the myCNAjobs resume marketplace and job board. The team added a career fair subscription to their existing recruitment package, which included the promotion of four career fair events throughout a 12-month period.

## Result

The career fair events helped attract candidates that the franchisee had not reached in the past, while reducing time-to-hire, and offering a surge of new caregivers to better manage the fluctuating demands of the business.

“ Our first event was **FANTASTIC!** We have 12 new hires coming for orientation tomorrow; hired as a direct result of the job fair. We had a full house all day – very exciting! Thanks for all you did to promote the event – I’m already excited about the next one.

### Wendy Rotter

Owner

Comfort Keepers