



# myCNAjobs Builds Bench & Brand for New Franchisee Owners

## Background

Terri is a new business owner, who recently opened a Senior Helpers home care franchise in San Antonio.

## Challenge

Like many new home care owners, they were faced with the challenges of learning a new business while bringing on new clients and staffing cases at the same time. Although Senior Helpers is a nationally recognized brand and top place to work, San Antonio was a new market with little brand awareness. There weren't enough hours in the day to recruit qualified staff.

## Solution

Senior Helpers established a national corporate subsidized partnership with myCNAjobs to help local franchisees like the San Antonio office effectively recruit candidates out of the gates. Terri chose to leverage myCNAjobs' interview booking solution to drive local brand awareness and deliver a steady stream of pre-screened candidates each week.

## Result

During the first month of service, myCNAjobs booked 38 interviews, resulting in 20 caregivers that were activated, hired, and ready to go to work.

 **Interview Show-Up Rate: 60%**

 **Cost Per Hire: \$51**

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“ Working with our myCNAjobs Account Strategist was a great experience and I'm impressed with the caliber of candidates. They were a true partner, allowing us to focus on other aspects of growing our business.

### Terri Hooper

Owner

Senior Helpers San Antonio