

From Turning Away Cases To Driving More Revenue While Decreasing Cost Per Hire

Background

Home Instead Senior Care is an industry-leading home care franchise with locations spanning the globe. Doug Hevner manages a growing franchise in York, PA.

Challenge

Doug and his internal recruitment team were feeling the strain of too few caregivers, a low interview show-up rate, and an increasing number of cases. They were finding recruitment channels used in the past weren't working as well as they used to. They started turning away valuable business and began searching for new solutions to reach the volume of hires needed to meet incoming client requests.

Solution

Doug enrolled in myCNAjobs' Interview Booking service to work alongside his existing recruitment channels to cast a wider net, reaching candidates not applying to his jobs previously. myCNAjobs met with Doug's team to get an understanding of their current needs, territories, and build out an interview profile to arm the myCNAjobs team with key talking points to best sell the value to a caregiver to interview with Home Instead. When a caregiver within Doug's service territory engaged with myCNAjobs, candidates were lightly pre-screened and learned about open job opportunities. Qualified caregivers were booked for an interview in real-time. When candidates were not interested in interviewing with Home Instead, we captured this valuable data to report it back to the team resulting in ongoing optimizations to drive more and better hires.

Result

During the first month of the program, Home Instead Senior Care interviewed 11 new caregivers, made 7 hires, and even lowered their cost per hire! Through the interview booking service, Doug's team was able to reach new candidates, improve interview show-up rates, and make more hires to meet the growing demands of his business.

 Interviews Booked: 11

 Candidates Hired: 7