

# Driving Franchise Growth Through Interview Booking Services

## Background

Right at Home is an industry leading homecare franchise with locations spanning the globe. John Mykala owns and operates two franchise locations in Kalamazoo and Jackson, Michigan.

## Challenge

John and his internal recruitment team were feeling the strain of too few caregivers, a low interview show-up rate, a growing business, and an expansive territory spanning from Kalamazoo to Jackson. They were finding what worked historically wasn't providing the volume of hires needed to avoid turning away valuable cases.

## Solution

John enrolled in myCNAJobs' Interview Booking service to augment his existing recruitment strategies to grow his business. Within 48 hours of enrolling, John started receiving qualified caregivers to his doorstep. The program worked alongside his current team to access caregivers via myCNAjobs' real-time recruitment engine. Within seconds of a caregiver engaging with one of myCNAjobs' resources that lived in or near Kalamazoo or Jackson, myCNAjobs Recruiters would screen candidates and get them excited about the possibility of working for Right at Home.

## Result

Through the real-time approach, John'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. John's team also generated hires at a lower cost. Prior to interview booking, his average cost per hire was \$566.

60 DAY RESULTS:

### Kalamazoo Office

 Hires: 14

 Cost Per Hire: \$131

### Jackson Office

 Hires: 3

 Cost Per Hire: \$180