

How Two Teams Partnered to Increase Interview Show-up Rates & Drive More Hires In Hard-To-Recruit Territories

Background

Senior Helpers is an industry-leading national home care franchise focused on providing dependable service and high quality of life for seniors who want to live independently at home. Bella Desai owns the local Alexandria, VA office located just south of Washington DC.

Challenge

Bella's office is located in a small and densely-populated territory outside of Washington DC. Heavy traffic and inclement weather can hinder caregivers from getting to their clients. The office needed to find caregivers available to work within a very defined area to help combat this challenge, which was essential to ensure that caregivers could commute to work and provide the continuity of care she needed for her clients.





Solution

Bella enrolled in myCNAjobs' Interview Booking service to tap into new caregivers in their local market and supplement their existing recruitment strategies. The Interview Booking program worked alongside her current team's recruitment efforts to access caregivers via myCNAjobs' real-time recruitment engine. Within seconds of a caregiver engaging with one of myCNAjobs' resources, candidates were thoroughly screened to ensure they were available to work in the areas that Bella was serving. myCNAjobs Recruiters would then get them excited about the possibility of working for Senior Helpers.

Result

Through the interview booking service, Bella's team was able to reach new candidates and make more hires to meet the growing demands of her business *where she needed to hire most*. Within the first month, Bella's team had an 80% show-up rate and hired 11 new caregivers with a cost per hire of only \$72.

First Month Results:

-  Booked Interviews: 20
-  Interview Show-Up Rate: 80%
-  Candidates Hired: 11
-  Cost Per Hire: \$72