

SUNCUP JUICE

How one beverage manufacturing company used Team Engine to establish processes in both applicant and employee communications that led to more direct hires and better employee retention.



AT A GLANCE

Challenges

- No defined process for hiring
- Not reviewing applicants quickly enough
- Expensive subscription to Zip Recruiter
- Limited number of job postings per month
- Communicating HR announcements

Solutions

- Built-in processes & best practices
- Interactive, automated resume screening
- Automated text messages with applicants
- Unlimited job postings
- Text message announcements segmented by location or function

Results

- Reduced time-to-hire
- Increased number of direct hires
- Reduced reliance on temp labor
- Increased employee retention



"I've used other internal team texting software and Team Engine is better because it gives you the user-friendly ability to send automated messages based on hire date, employee surveys, and announcements. It's very easy just to set all that up in the system and then not have to worry about remembering to send those reminders."

Brittani Assise

HR Generalist

Gregory Packaging / Suncup Juice

OBJECTIVES

When Brittani joined Suncup Juice in the spring of 2021 as the HR Generalist, her main focus was to bring structure to existing processes, and put processes in place where none previously existed. As a 100 year-old company still conducting most HR functions fully on paper, and with 150+ employees across four states, Brittani had her work cut out for her.

SOLUTIONS

Built-in Structure & Best Practices

Before Team Engine, Brittani said there was no real structure around hiring. Suncup's director or operations would screen new applications whenever he had time (which was rare), then he would hand them off to plant managers. Since hiring wasn't anyone's top priority, by the time they finally reached applicants for an interview, most of them already had new jobs.

Brittani says Team Engine helped them build out a new process that made her the main point of accountability at the most crucial points in the hiring process—screening, outreach, and scheduling interviews. And now, because they're getting back to applicants faster, they have better options to pick from, and are making more direct hires who are staying longer.

Hiring Automation

Already familiar with the benefits of texting applicants from a previous role, Brittani was quick to adopt text messaging as part of her hiring process in Team Engine. "Previous to Team Engine we would make phone calls, and follow-up with emails. We would either not hear back at all, or it would take a couple days to hear back. Now, we hear back within an hour usually, or next day at the latest."

Unlimited Job Postings

Before Team Engine, Brittani was extremely limited on the number of jobs she could have active at any given time in Zip Recruiter, even with the expensive package they subscribed to. Now, with Team Engine, they're *always* recruiting for *all* positions, which keeps qualified applicants rolling in all hours of the day, and all days of the week.

MOST-LOVED FEATURE

Text Messaging with Employees

Brittani says one of Team Engine's biggest assets has been templates and automations on the employee messaging side of the software. "My previous experience was that if you wanted to send an announcement or a large group message, you had to go *build* that distribution list and write that copy every time you wanted to send it. Team Engine is so user-friendly and makes it all so fast and easy."