

## IMPROVED RETENTION THROUGH TARGETED RECRUITING & HIRING

How one landscaping company used Team Engine to transition from reactive hiring to proactive recruiting across multiple locations and hiring managers.



### AT A GLANCE

#### Challenges

- Managing recruiting for multiple companies at different locations
- Keeping the applicant pool full at all times
- Reaching applicants on the phone
- Inconsistent interviewing & hiring process

#### Outcomes

- Centralized dashboard for visibility to all hiring activity across all locations
- Higher quality applicants due to job ads targeted by zip code
- More interviews scheduled due to efficiency of screening applicants via text message
- Improved retention due to formalized application process setting clear job expectations for applicants



*"The efficiencies that Team Engine has created for me and for our managers has been incredible to see. It's simplified the way we look at recruiting and the way we're trying to fill holes in our labor force. Before, it was a very fly-by-the-seat-of-our-pants situation. It's been so awesome to have Team Engine in our back pocket. It's a big deal to our company to have that. It's been a game changer."*

**Lara Beckemeier**  
HR Director, Landesign

### OBJECTIVES

Landesign was built on word of mouth and reputation, but as the company has grown (and continues to grow), it became clear to their HR Director Lara that there was room for improvement in the way that they approached recruiting. She knew there were other channels for sourcing candidates that they weren't taking advantage of. She also knew their all-paper application and on-boarding process (which was tedious and time-consuming) could use an update.

### SOLUTIONS

#### COLLABORATIVE HIRING

With multiple companies and locations, Lara needed to delegate some of her day-to-day hiring and recruiting activities to the managers at each shop. After a quick training session in the software with each manager, she began to see candidates moving through the pipeline in the software and knew she no longer needed to micro-manage the process. Even better, because the hiring managers are now pre-screening and deciding who to call for interviews, Landesign is hiring more experienced and better qualified landscaping professionals.

#### PRO-ACTIVE HIRING

Before Team Engine, the only way to apply to Landesign was to complete a three-page application and return it in person. Taking their recruiting efforts online not only challenged Landesign to pare down the application form, but also compelled them to write formalized job descriptions, which they previously did not have or utilize. They now also have a defined process for hiring that's allowed them to set clear expectations with applicants. All of this, combined with geo-targeting capabilities for job postings, has made it easier for landscaping technicians to apply, keeps qualified applications rolling in at all times, and creates a positive hiring experience for employees.

### MOST-LOVED FEATURES

#### Texting With Employees

Lara says the ability to text employees and get a quick response is a payroll lifeline when it comes to collecting receipts for reimbursement, updating missed clock-ins, and more.

#### Automated Text Message Pre-Screening

Lara loves Team Engine's automated text message pre-screening feature because landscaping is a fast-paced business and she doesn't have time to make calls all day long to screen applicants. Because most people prefer texting to calling anyways, she says it's nice to be able to screen via text, and then easily share those responses with hiring managers through the software.