TEAM ENGINE

LANDSCAPES BY TERRA

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Scaling a high-performance workforce with HR automation and text messaging

AT A GLANCE

Challenges

- No way to organize or prioritize the hiring pipeline
- Low quality / unqualified applicants
- A sense of disconnect between the central office and field workers
- Small budget

Outcomes

- Reduced job board spend by 63%
- Increased employee retention by 35%
- Increased employee referrals by 83%
- Created a channel for two-way communication with employees via text messaging

"Recruiting is like dating. People want to be heard. They want to be reassured. They want to communicate and not be ghosted. I do all of those things with Team Engine. Even if I'm not interested in somebody, I can kindly send an easy automation that explains that they're just not a good fit right now, but maybe in the future.

Team Engine is a game changer. A time saver. A relationship builder. A dating app for the labor market!"

Heather Odenweller
Marketing & Recruiting Manager
Landscapes by Terra

OBJECTIVES

Heather was tired of inefficiently managing her recruiting efforts in spreadsheets. She wanted a dashboard that could give her instant visibility to her full hiring pipeline so she could respond to new applicants faster. She also wanted to reduce her spending on job boards and find a solution that integrated with her website and Indeed.

SOLUTIONS

With Team Engine's hiring dashboard, Heather got the visibility she needed to stay on top of communications with engaged applicants and respond to them faster. She also found incredible time savings with Team Engine's smart filters (to identify job-hoppers and those without required licenses) and intelligent hiring assistant, which automates pre-screening questions and delivers more qualified candidates.

Team Engine has enabled a more efficient and collaborative interviewing process at Landscapes by Terra by allowing hiring managers to review resumes and schedule interviews for their positions. Heather & her team also experienced a higher response rate when they stopped calling and started texting candidates through Team Engine's platform.

The biggest gain has been an improved sense of belonging and camaraderie for the employees. Heather now uses Team Engine's automated messaging platform to send birthday & anniversary texts, as well as general reminders, announcements, and opportunities to share feedback about the company. This, in turn, has led to more employee referrals and an improved retention rate.

MOST-LOVED FEATURES

Smart Filters & Intelligent Hiring Assistant

Save time by weeding out unqualified resumes and automating pre-screening questions.

Employee Referral System

Text employees a link to complete a short referral form; Team Engine automates communication with the new hire and tracks who referred whom.