TEAM ENGINE

FIND MORE (AND BETTER) CANDIDATES

How one manufacturing company used Team Engine's sourcing automations to fill the applicant pool, and text message automations to engage them quickly.

AT A GLANCE

Challenges

- Low applicant volume
- Unresponsive candidates
- Interview ghosting

Outcomes

- Automated job posting → sustained increase in applicant flow
- Diversified applicant sourcing → higher quality applicants, eliminating the need to sponsor jobs on Indeed
- Automated applicant texting → interviews set & confirmed within 12 hours of application submission
- More qualified applicants to choose from → more "perfect fit" hires & improved retention

"

Texting through Team Engine has been better and more convenient for both me and for the employees. I'm really happy with that part of it.

The employees like that they don't have to come up to the front, or call me on the phone when they need to talk to me because nobody likes to call on the phone anymore.

Lisa
HR Generalist

OBJECTIVES

Lisa was having a hard time finding candidates to keep up with demand in their manufacturing plant. After trying everything she could think of—career sites, a job fair, staffing agencies—she still wasn't getting the candidates she needed. Her challenges didn't end there. When she *did* receive new applications, candidates were often unresponsive when she attempted to reach them by phone or email, further stalling the hiring process..

SOLUTIONS

AUTOMATED APPLICANT SOURCING

Before Team Engine, Lisa was spending $200 a month to sponsor jobs on Indeed, and countless hours posting jobs on all the major career sites. Backed up against the wall with production demands, she even experimented with job fairs and temp labor, to no avail.

After switching to Team Engine, the company grew from 53 employees to 62 in just five months - an average of almost two new hires per month. Prior to Team Engine, they were *losing* employees at roughly 1.5 times that rate.

Lisa credits the improvements to the efficiency of automated job postings. Now, when she "turns on" a job in Team Engine, it's automatically pushed out to all the major job boards, many of which she was not previously posting on.

AUTOMATED APPLICANT TEXTING

Before Team Engine, when new applications came in, Lisa would call and send an email, and then wait...and wait for a call back. She eliminated that bottleneck when she started using Team Engine's automated applicant texting, which drastically improved candidate responsiveness by letting them know who was contacting them and why. The automations also helped her be the first employer to respond to the candidate, further improving their responsiveness.

MOST-LOVED FEATURES

Text Message Announcements for Employees

Team Engine's announcements feature allows Lisa to broadcast a text message to all employees, or to a group of employees (e.g. just the shipping department). It's like sending a group text, except any replies only go to Lisa's Team Engine inbox, not to all the other employees who also received the original message.

Texting With Applicants

Before Team Engine, Lisa says applicant responsiveness caused a huge bottleneck in the hiring process. She'd quickly respond to new applications, then wait hours or days for a callback. With text messaging, she's found that applicants respond quickly because the text message makes it clear who is contacting them and why.