

## RITSEMA ASSOCIATES

Simplifying hiring & recruiting processes to fill the funnel with more qualified candidates



### AT A GLANCE

#### Challenges

- Manually tracking the hiring funnel
- Low volume of qualified candidates
- Low response rate on emails and phone calls for interviews
- Employees disengaged with feedback surveys

#### Outcomes

- 60% increase in monthly hiring
- 55% increase in employee survey responses
- Increased HR efficiency through automation of low-level, repetitive tasks



*When you're the only HR person in your organization and you feel like you're on an island by yourself, Team Engine truly is a lifesaver.*

*It's helped us automate so much—welcome messages to new team members, feedback surveys, annual review reminders, benefits announcements—and that time savings alone pays for the software.*

#### Susie Olivarez

Human Resources Director  
Ritsema Associates

### OBJECTIVES

Susie was tasked with doubling her recruiting efforts from the previous year, which meant she needed to find and hire 40+ new employees when she signed on with Team Engine. She also knew their application was long and inefficient, potentially scaring away qualified candidates who were intimidated by the cumbersome process.

### SOLUTIONS

In just three months of using Team Engine's hiring automation software, Susie was able to exceed her hiring goal four months early. She credits the automation of low-level tasks (application review; pre-screening questions; interview confirmations and reminders) as the key to her success, which freed her up to focus on conducting great interviews to find good culture fits for the organization.

Susie and her team also integrated their careers page with Team Engine's software to create a fully digital application process. Their form is now significantly shorter and is typically completed in minutes via a mobile-friendly webpage that Susie sends directly to candidates via text message.

With high retention and low turnover, Susie knew employee referrals could help her hit her hiring goals, but wasn't seeing enough people taking action on their program to yield any results. Now, Susie reminds her employees about referrals via text message, making it fast and easy for them to submit their referral's contact information right away. The Team Engine software keeps track of who referred whom and makes it a breeze for Susie to initiate contact with referrals via text message.

### MOST-LOVED FEATURES

#### Employee Texting Platform

Save time by pre-scheduling company announcements & surveys that are guaranteed to be seen (and responded to) in text message inboxes.

#### Smart Filters for Application Scanning

Automatically analyze applicants and remove bad fits based on commute, salary expectations, responsiveness & more.