



RETAIL EMPLOYERS ATTRACT MORE QUALIFIED APPLICANTS UTILIZING JOBALIGN'S CANDIDATE ENGAGEMENT PLATFORM and TEXT-TO-APPLY APPLICATIONS

With turnover rates for retail employees the highest they have been since the Great Recession at 65%, Jobalign's customers found it challenging to source high volume qualified employees for customer facing retail positions. Working with Jobalign, they decreased their cost-per-hire and filled open positions faster.

Problem: One of the biggest challenges of hiring in the retail industry is finding quality, customer-driven candidates. When recruiting employees who are the front line of a retail organization, it can be difficult to attract the right applicants. Hiring for retail positions is largely targeted to a younger demographic. The age group between 16-34 makes up 46% of current retail jobs in the United States. About 77% of job seekers in that age group use a mobile device for their job search, yet most hiring organizations do not have mobile and text application capabilities.

In addition to reaching this specific target audience, recruiters face the challenge in the retail industry of a click-to-apply rate below 5%, meaning less than 5% of clicks convert to a completed application. Because of this drop off, candidate flow is not sufficient enough to fill the open positions that come from high turnover and new store openings. Not only are companies spending large dollar amounts to advertise job openings, but they are also spending countless hours reviewing candidates just to find, in most cases, they may not even have the right technology to reach their targeted applicants.

Solution: Using Jobalign's Candidate Engagement Platform, retailers have drastically increased their application completion rates and are able to reach the candidates who are growing more and more dependent upon their mobile device. Companies that leverage Jobalign's mobile friendly platform enable candidates to apply from any mobile device, including text-to-apply, web, and social media applications.

Because of Jobalign's mobile-optimized application process, the application abandonment rates dropped from over 80% to under 20%, leaving recruiters with 60% more completed applications to review. In addition to higher numbers of completed applications, Jobalign also pre-screens based on company specific questions and drastically reduces time that recruiters are spending reviewing candidates, filling the top of the candidate hiring funnel.

Without a Candidate Engagement Platform

80% Abandonment

With a Candidate Engagement Platform

20% Abandonment

60% More Candidates!

Working with Jobalign's dedicated account managers, recruiters have optimized their application templates in both English and Spanish and have streamlined the candidate review process.

Benefits:



37,000 hours saved by hiring managers



72% savings in labor and job advertising



67% mobile applicants



20 million data points associated with these workers (contact info, experience, skill set, voices & more)

"The [Jobalign] Account Management team provides great customer service, and my hiring managers love the Jobalign Candidate Profile with customized questions for each job listing."

Laurie Hapgood
Recruiter - Fanatics