



83% Savings in Recruiting and Improved Employer Brand Image

Company: The Hotel Group
Industry: Hospitality - Hotels
Size: 38 properties in 11 states
Headquarters: Edmonds, WA

The Hotel Group (THG™) owns and operates 38 lodging properties in 11 states, including Hilton, DoubleTree, Crowne Plaza, Courtyard by Marriott, Fairfield Inn & Suites, Holiday Inn Express, Comfort Inn and Motel 6.

Problem: Individual property managers have used local newspaper ads and online classified ads in their search for successful hourly employees. While these avenues may be inexpensive, managers have also found them to be incredibly inefficient.

Managers would spend multiple hours sifting through dozens of resumes and applications for candidates who were not remotely qualified. Typically, they would waste their time wading through 20 resumes to find just one qualified applicant.

- Solution:**
- ✓ HR configured pre-screening questions in English and Spanish that are proven successful to find best workers
 - ✓ 100% EEOC compliant, ad-free, and mobile optimized worker application
 - ✓ Automated verification of name, email, phone and address of applicants. Process worker-job matches based on The Hotel Group's criteria
 - ✓ From any PC or Tablet, managers can access pre-qualified local applicants, listen to recorded responses, and invite best matches to interview
 - ✓ Hosted Career Page to increase organic traffic, and reduce application abandonment

Benefits:



83% savings in labor and job advertising



15,000+ Pre-screened applicants delivered



59% mobile applicants

We got better candidates and spent dramatically less time getting them. And it was easy, too. Our property managers report a dramatic savings in time and hassle

Our properties represent some of the most respected brands in the lodging industry. We realize that the thousands of people who apply for our jobs may some day also be customers. We want to make sure their entire experience is worthy of the brands we represent.

Lynne DeMatteo
Special Projects & Recruiting Manager