

**Case Study**

# Meet Hiring Goals in Key Markets with Increased Applications

**Key Stats**

- **250** Field and Corporate Recruiters
- **205,000** Annual North American Hires
- **6,000** North American Open Jobs
- **Private Security** and Facilities Industry
- **Hiring in** the US, Canada, Puerto Rico, Virgin Islands

**Allied was facing the following challenges:**

Allied Universal was missing hiring targets due to a low volume of applicants

Allied had implemented a number of solutions to help the recruiting teams reach hiring goals including:

- iCIMS Indeed Easy Apply for sponsored integration
- TalentBrew to capture and remarket Indeed organic leads
- Programmatic solutions through multiple vendors
- Increased recruiter workload to connect with leads to get missing applicant information and convert

Those solutions created secondary challenges:

- Increased leads but produced fewer completed applications
- This created concerns about the ease of skipping compliance steps
- Vendors created a potential risk for Allied with non-compliant or out-of-policy solutions

WOTC requirements prevented full application integration

**JobSync Integrations:**

- iCIMS
- Indeed Organic and Sponsored TalentBrew Career Site

**Other Key Tech**

- HireVue Interview Scheduling



"JobSync was a game changer for Allied. By solving our candidate volume needs, we were able to focus on our next-level candidate experience challenges. We now talk about our world in terms of before and after JobSync."



**Donna Singer, National Director of Recruiting Enablement**  
Allied Universal

## JobSync Provided the Following Solution

Integrated and mapped Allied Universal's entire iCIMS application to Indeed via JobSync Apply including

- Profile data, questions, privacy policy, EEO, OFCCP, and iForms

### Built compliant and policy-friendly applications:

- Automated job content fixes to be compliant with Indeed's salary, shift, and title policies
- Collaborated with Allied's compliance team to ensure OFCCP-compliant applications

### Provided automation to align with business needs

- Created rules by job to allow some jobs to redirect to apply on the company site
- Provided jobs to Indeed for organic and to Allied's two programmatic ad agencies for sponsorship
- Worked in concert with HireVue automated interview scheduling

All applicants captured and inserted into iCIMS against the job and populated EEO & OFCCP reports

## Allied saw the following results:

Increased completed candidate applications:

- Increased organic applicant volume by 151%
- 169% increase in unique applicants
- Applicants for hard-to-fill roles increased by 2X

Reduced recruiter workload:

- Concentrated recruiter efforts on core responsibilities
- Freed up time to work on next-level changes
- Restructured the application process which provided a valuable opportunity to implement change management to improve the interview process

Improve application experience for candidates:

- Meet candidates where they are at to apply
- Removed redundant data collection
- Collected all relevant data, upfront

All applications are OFCCP compliant

Better alignment of the number of applicants to Allied's hiring objectives



Ready to Learn More?

## Streamline Your Process with the Only Unified Hiring Operations Solution

[www.jobsync.com](http://www.jobsync.com)