

Case Study

Increase Applicant Volume & Stay Compliant

Key Stats

- Recruiting team of **26**
- **6,500** hires a year
- **1,000+** open jobs
- Hiring in **US, Canada, and Mexico**
- **Arboriculture** Industry
- Hire **arborists & tree trimmers**
- Large **hourly workforce**

Davey Tree was facing the following challenges:

- Davey Tree was missing hiring targets, and therefore on a trajectory to miss revenue targets
- 40% decline in applicants per hire from pre-pandemic to post-pandemic
- 8% job board click rate with a 2.5% career site conversion rate
- Low job board visibility
- The job board to application experience required candidates to 'apply' twice
- Indeed could not provide Compliance Reporting
- A loss of control of recruitment data
- An increase in manual work for recruiters



JobSync Integrations:

- SAP SuccessFactors with RMK
- Indeed Organic and Sponsored

99

"JobSync solved three problems at once for The Davey Tree Expert Company: increased candidate volume, improved candidate experience, and improved OFCCP compliance."



Brigitte Orrick, Director of Recruiting and Employee Development
Davey Tree Expert Company

JobSync provided the following solution:

- Integrated to SuccessFactors for job content, profile information and questionnaire templates
- Mapped Davey Tree's entire application experience, including privacy policies, EEO, OFCCP and qualifying questions
- Automated job content fixes to be compliant with Indeed's policies
- Provided Indeed with all jobs
- Integrated Davey Trees' entire application to Indeed and ZipRecruiter
- Candidates applied on the job boards
- All applicants captured and inserted into SuccessFactors against the job

Davey Tree saw the following results:

- **240% instant increase** in applicant volume
- Increased to **6.5 applications per hire**
- **30% increase** in applications on all jobs for the most profitable service line
- Surge in applications during a seasonally slower time, providing better forecasting
- **Centralized OFCCP reporting**
- Removed non-compliant application paths from recruiters perview
- Centralized recruiter activity
- Removed discrepancies between Indeed and SuccessFactors reporting



Ready to Learn More?

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

www.jobsync.com