# JobSync + COMPASS GROUP

## Key Stats

- Averaging 14,000 live jobs at a time
- 110 recruiters
- 160,000 hires annually
- Serving the Hospitality/ Food Service and Facilities Management industries
- Operating in all 50 states, Puerto Rico, and the Dominican Republic

**Case Study**

# 115% More Applicants, 33% Reduction in Advertising Cost-per-Hire, Zero Business Disruption

## Compass Group USA Was Facing the Following Challenges

A low number of applicants created the risk of missing hiring targets.

The lower-than-ideal applicant volume led to hiring managers creating and publishing duplicate job postings outside of the standard process, which increased costs and created unnecessary compliance and legal risk.

- This also increased advertising costs due to duplicate sponsored jobs competing against each other, driving up cost-per-click.
- The postings violated the job board rules regarding duplicate postings for the same job.
- Some Easy Apply applicants were not presented with the same application process as others, which creates difficulties in compliance reporting.

The Candidate Journey was disconnected and confusing.

- Candidates had to go through the same application process twice: once on the job board and again through the career site.
- Easy Apply to email redirects led to high drop-off rates and incomplete applications.

## Integrated into JobSync

- **ATS:** SAP SuccessFactors
- **Job Boards:** Indeed (Organic and Sponsored), ZipRecruiter, Jobcase, Talroo

## Other Key Tech

- **Paradox:** Career Site Hosting & Conversational AI (Chat to Apply, Assessments, Interview Scheduling, and Events)
- **Dalia:** Candidate Re-engagement

> "We have reached the pinnacle of ROI."

**Shay Johnson, VP, Strategic HR Partnerships**
Compass Group USA

## JobSync Provided the Following Solution

Facilitated SAP SuccessFactors and Indeed mapping and integration into JobSync:

- All job content, 32 brands, and methods to handle unexpected job content (like emojis!)
- Candidate profiles for hourly and salaried positions
- Numerous question templates for various job types

Connected Indeed Sponsored and Organic job content from JobSync:

- Automated all jobs onto Indeed with the full application Native Apply
- Consolidated fragmented users into a streamlined process
- Eliminated duplicate activity

Created – 100% Compliant Applications:

- All applicants are presented with EEO and OFCCP questionnaires and data maps to current reports
- All applicants must agree to Compass Group USA's privacy policy
- All job content aligns with current job board policies

Increased Data Insights:

- Custom, detailed source tracking, including referrals and organic tracking
- Consolidated data to show optimal sponsorship opportunities
- Automated removal of jobs from sponsorship at key targets

## Compass Group USA Achieved

Massive increase in completed candidate applications:

- Immediate growth in candidate traffic of over 115%
- 53% increase in organic application volume
- Advertising cost-per-hire decreased by more than 33%

Reduced recruiter workload:

- Automating tasks allowed recruiters to focus on other areas of need, saving over $320,000 in annual labor
- A streamlined interview process increased operational efficiency, leading to increased productivity and less frustration

Improved application experience for candidates:

- Meet candidates where they are to apply; no more confusing redirects
- Removed redundant data collection, leading to a higher application completion rate
- All applications are OFCCP-compliant