

## Case Study

# Over Double the Applicant Volume With a Painless Integration

## Key Stats

- Launched as a recruitment brand in February 2022.
- Provides end-to-end construction and maintenance services.
- 10,000 hires annually.
- Facilitates 10 million hours of work.
- Operates across Canada and the US.

## Jardeg Was Facing the Following Challenges

- Migration to SAP SuccessFactors resulted in a very high (80%) abandonment rate for applications started on Indeed, the company's primary sourcing platform.
- High drop-offs were traced to the disconnect between the ATS and Indeed. Active construction candidates, conditioned by the market to conduct one-click, volume-based job searches, either:
  - Assumed they had successfully applied to the job by clicking apply on Indeed, and did not realize they had to complete further steps on the ATS.
  - Abandoned their application on the ATS because they did not have a resume available on their device or did not want to go through a full application.
- The lower-than-needed volume of applications was creating a cascade of business risks:
  - The hiring entities supported by Jardeg were at risk of not getting the volume of quality applicants they needed to put boots on the ground, complete projects on time, and win future projects.
  - The possible knock-on was millions in project revenue losses.
  - Jardeg's employment brand was at risk of not getting the exposure and candidate volume it needed.

## Integrated Into JobSync

- **ATS:** SAP SuccessFactors
- **Job Boards:** Indeed (Organic and Sponsored)

## Other Key Partners

- **Recruitment Marketing:** SAP RKM

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JobSync's solution has turbocharged our ability to grow into the largest recruitment brand in western Canada for construction.



**Graham Arnett, Workforce Recruitment Manager**  
Jardeg

## JobSync Created These Solutions

Facilitated SuccessFactors and Indeed mapping and integration into JobSync.

- All job content for all supported brands, including refreshed job content.
- Bespoke alignment to support construction candidate apply behaviors and significant variability in job requirements between brands.
- Includes recruiter added, job-level questions.
- Supports new profile and application templates.
- Provided more candidate information than the previously considered Easy Apply integration.

Automated all jobs on Indeed with the full application Native Apply.

- Streamlined the fragmented apply process (active job seekers click to apply using their existing Indeed profile).
- Application is automatically loaded into ATS while collapsing duplicate candidate records in SuccessFactors.
- Fully mobile optimized and desktop functionality
- Source Tracking, including organic and sponsored designations in SuccessFactors.

Enhanced Reporting elevated Jardeg's hiring operations.

- Tracks successful, duplicate and expired job content.
- Alerts when ATS APIs fail, or applicant data cannot be submitted to the ATS.
- Monitors on application volume by source and day of week.

## Jardeg Saw the Following Results

Massive immediate increase in completed candidate applications.

- Completed applications started on Indeed increased over 355%.
- Total applications started from Indeed up by 25%
- 112% increase in all-sources application volume.

Recruiters are able to meet time-critical workloads.

- Recruiters now have the right volume of quality applicants they need to meet high-volume hiring targets at speed, often in 1-2 week cycles, with no additional recruiting resources.
- No training required; zero learning curve solution.
- Resources freed to fine tune other recruiting strategies including between-season engagement and candidate recall.

Improved application experience for candidates.

- Candidates met in their own apply environment; no more confusing redirects.
- Candidates leverage their existing profiles on job sites, removing duplicate data entry.
- Eliminated the login process for candidates.

Stage set for further brand growth.

- Despite being a young brand, Jardeg now dominates in the core segments it represents and is one of the top performers in terms of market share.
- Enabled a strategic pivot and surgical budget reallocation towards building brand awareness in other key markets.

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

