

Key Stats

- \$3 Billion employee-owned electrical contracting company
- 6-person recruiting team, now 13 for 2025
- 8,000 total employees
- Offices in 14 states

Case Study

Reducing Cost per Hire 90% While Generating a 2X Increase in Candidate Volume

Rosendin Was Facing the Following Challenges

Very low application volume relative to hiring targets.

- Less than 100 direct applications a month
- Over 25% of all jobs had to be sponsored (programmatic and sponsored job listings)
- A low click-to-apply rate meant that the recruitment agency needed to drive additional volume to meet targets
- Organic applications from Indeed & other job boards were insufficient to cover the difference
- Spending over \$1.8 million a year in 3rd party agency fees, yet still in danger of missing targets.

Candidate experience had room for improvement.

- No native applications on landing pages created upward pressure on cost-per-applicant
- The cost per application was unsustainable at just over \$80
- OFCCP & EEO compliance reporting was arduous
- Recruiters were burning out from managing so many different inefficient sources

Integrated into JobSync

- **ATS:** Taleo TBE, and later Workday
- **Job Boards:** Indeed & ZipRecruiter (Organic and Sponsored)
- **Programmatic:** PandolQ programmatic platform & network

Other Key Partners

- **Career Site:** Custom built career site
- **Recruitment Ad Agency**

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I can trust the infrastructure I'm working with thanks to JobSync.



Michael Chonko, Talent Acquisition Director
Rosendin

JobSync Provided the Following Solution

Integrated and mapped Rosendin's jobs and the entire Taleo application to JobSync Apply and extended the application to Indeed, ZipRecruiter, and PandoIQ, including:

- All jobs, augmented to meet job board requirements
- All candidate profile data
- All job-level questions
- EEO & OFCCP compliance forms
- Applicant statements, privacy policy statements, and other legal documents

Created candidate-friendly and high-converting experiences for programmatic advertising

- Integrated the PandoIQ programmatic solution & job ad network into JobSync reporting
- Created Direct Apply landing pages for PandoIQ Network
- Turned any source of candidates into a native apply experience with JobSync Apply

Automated job content updates & fixes

- Perfect, integrated source tracking from all paid and organic sources through to Taleo
- Simultaneously mapped and prepared for Workday transition

Rosendin Saw the Following Results

Substantial savings in cost per hire

- Cost per hire was lowered by 90% following implementation
- Overall recruitment marketing and staffing costs were reduced by 70% annually
- Reduced agency spend by over \$700,000 within six months
- Over 80% of applicants came from organic sources.
- Time-to-fill decreased by 30%.

Candidate volume has increased exponentially

- Averaging over 2000 applications per month, up from roughly 100
- Click to apply rate has increased by over 300%
- Nearly 230% increase in overall conversion rate
- One-third of 2024 hires are job board applicants through JobSync.

Improved hiring operations

- Truly accurate source tracking for all applicants across every source
- JobSync helped facilitate a smooth, frustration-free transition to Workday Recruiter
- As hiring plans have scaled, the need for additional programmatic has not

All applications are EEO and OFCCP compliant

Ready to Learn More?

Hit Your Hiring Goals With the Only Unified Hiring Operations Platform

www.jobsync.com

