



Increase Applicant Volume & Stay Compliant

“
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,
The Davey Tree Expert Company

JobSync Integrations:

- SAP SuccessFactors with RMK
- Indeed Organic and Sponsored

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 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 purview
- Centralized recruiter activity
- Removed discrepancies between Indeed and SuccessFactors reporting

240% Increase in Applicants, a Better Candidate Experience & 100% OFCCP Compliant