

Increasing Interview Show-Ups & Reducing Cost Per Hire For California Home Care Company

Background

Right at Home is a leader in the in-home senior care industry, operating more than 400 franchises across the globe. Renee and Joe Concialdi own and operate a local franchise, serving several communities in the Crescenta and San Gabriel Valley areas.

Challenge

The cost to recruit in California is becoming increasingly expensive due to regulations, new players, and a market shortage. The cost to recruit one caregiver in the Pasadena office was \$550, including sourcing time and money (not including background checks). Like many agencies, the team struggled with low interview show-up rates and finding enough time in the day to recruit, onboard, and retain candidates.

Solution

The internal team registered for myCNAjobs' Interview Booking service to pilot the program and benchmark results. The HR manager worked closely with a myCNAjobs recruitment strategist to build pre-screening questions and key selling points to attract candidates. The agency was committed to being competitive and offered a \$200 sign-on bonus, visual & dental insurance, and offered to help local candidates through the California LiveScan process.

Result

After two months of program optimization between the local HR manager and myCNAjobs' recruitment strategist, the team:

- Lowered cost-per-hire to \$150
- Increased interview show-up rates to 70%
- Increased internal bandwidth

“ I'm surprised at the results - myCNAjobs' Interview Booking Service has been an incredibly useful recruitment channel to help me meet case demands. Thank you - I love this service!

Amber

HR Manager
Right At Home