



# Career.Place Case Study

## Highly Productive Hiring with career.place

The Salvation Army Kroc Center in Camden, NJ was about to face its yearly challenge of hiring 35 to 40 Summer Camp Counselors. Hillary Jones, Education Manager at the Kroc Center charged with this task, would always encounter two significant issues that wasted a ton of time.



- 1) Of the applicants who applied, over 83% never responded to a request for a phone screen.
- 2) Those that did respond, 58% didn't show up for a scheduled interview ("ghosting").

To address these issues, Hillary started using career.place to manage the hiring process for these seasonal Camp Counselor hires.

### Company profile:

**Who:** Salvation Army

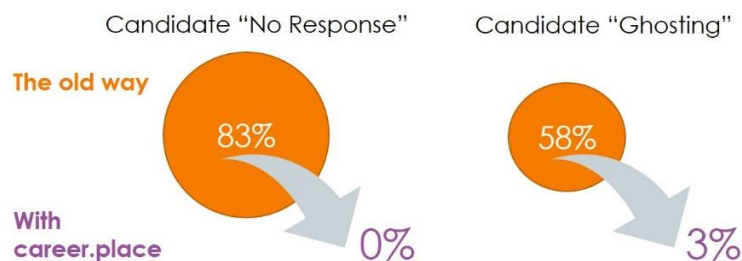
**Industry:** Non-Profit

**Job:** Camp Counselors

## What happened

Hillary used career.place to evaluate basic job requirements, asked two scenario questions and one video interview question. Within hours of posting the job, candidates were qualifying allowing Hillary to find her candidates without any phone screening. Out of the 90 candidates who applied, Hilary had her 38 hires and it saved over 70% of her time as compared to previous years. And that wasn't the best part.

With career.place, Hilary eliminated the two issues that had been driving her nuts, seeing 'no responses' and 'ghosting' reduced to almost nothing.



The simple act of having candidates taking a few minutes to apply removed all those who were not serious about the position and did nothing but waste time.

## In Summary

There is so often fear that if an organization asks candidates to do something beyond pressing the easy 'apply button', they will lose great candidates. However, as the Kroc Center experienced, that effortless 'apply' process just ends up costing organizations precious time and effort.

*"The responsiveness from candidates that applied through career.place proved to be beyond valuable. I didn't have to waste a moment of time on candidates who either weren't qualified or not serious about working for us.*

***Career.Place provided us the most qualified candidates and saved me countless days of effort as compared to any method we used in prior years."***

- Hillary Jones, Education Director, The Salvation Army Kroc Center – Camden

Ready to stop wasting time on disinterested candidates? Check out [career.place](https://www.career.place) – we'd love to help you save time and money while identifying the best candidates.