



CUSTOMER SUCCESS STORY

Leading US-based BPO Firm Boosts Applicant Volume and Reduces Costs

The Challenge



A large US-headquartered business process outsourcing (BPO) firm, with an annual revenue of \$4 billion and close to 70,000 employees, was looking to hire up to 500 remote inbound sales/service advisors in the U.S. Initially, they needed to source 100 applications per day within an overall budget of approximately \$40,000 a month.

The company was initially working with one of the world's leading staffing firms to drive its recruiting efforts. When testing the mix of talent sources, the firm found that while they received a large volume of applicants, costs were exceedingly high (\$25.4).

The staffing firm was on the lookout for alternative approaches to meet the aggressive applicant volume goals set by its client, without compromising on the relevance of applicants or increasing sourcing costs. The solution would also need to easily scale up or down, as hiring needs changed.

To address these challenges, the staffing firm opted to power their recruitment advertising campaigns via Joveo, the firm's programmatic job advertising platform of choice.

The Joveo Solution



Joveo rolled out its programmatic job advertising platform to source job applicants for the BPO firm across 40 states in the U.S., using the MOJO Ad Exchange. This ensured that job ads were distributed automatically across only those sources that yielded a high volume of applicants at a relatively low cost.

The platform also ensured that the recruitment advertising budget was optimally allocated across these sources for maximum ROI.

Joveo's title optimization capability was used to expand the job title to also include alternatives which, in turn, drove a large volume of traffic to the job posting. For example, the original job title "Inbound Sales/Service Advisors - Work from Home" was expanded to include alternatives such as "Customer Service Advisor - Remote," "Customer Service Representative - Work from Home," "Customer Care Advisor," and many others.

In addition, Joveo's platform tracked job seekers across the entire recruitment marketing funnel, from when they clicked on the job ad to when they were hired. Job ad placement and performance were continuously optimized using down-the-funnel metrics, such as hires (not just clicks or applies).

Business Impact



500+ applications delivered each day within three months of initiating the campaigns, in support of the BPO firm's increasingly aggressive hiring needs



Up to **60% improvement** in the weekly average cost per applicant (CPA), from \$25.4 at the beginning of the campaign, to as low as \$9.1 in a few weeks



Up to **400% increase** in the volume of applicants due to job title optimization



Opportunity to **optimize job advertising performance even further**, with down-the-funnel data on hires



About Joveo

As the global leader in programmatic job advertising, we are transforming talent sourcing and recruitment media buying for the world's largest and smartest employers, staffing businesses, RPOs, and media agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering more than 20 million jobs every day, our data-driven recruitment advertising platform uses advanced data science and machine learning to dynamically manage and optimize talent sourcing and applications across all online channels while providing real-time insights at every step of the job seeker journey from click to hire.

To learn more about Joveo's award-winning platform and services, visit www.joveo.com or email sales@joveo.com.

The information contained herein is for general information purposes only. The information is provided by and is a property of Joveo, Inc. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the report or the information, products, services, or related graphics contained in the report for any purpose. Any reliance you place on such information is therefore strictly at your own risk. We expressly disclaim any and all indirect and consequential losses you may incur as a consequence of relying on such information.



Follow us on:

