



Increasing new hires by over 21% in 9 months

How HRU Technical Resources, a technical recruitment agency for over 40 years, rolled out the SocialTalent e-learning platform to its recruiters and saw a 24% rise in gross profit



Challenge

Find a sourcing solution that would enable recruiters to make better quality hires

In an increasingly competitive industry, HRU Technical Resources wanted to firmly stand out from the pack by supplying its recruiters with the tools needed to make better quality hires. Having already tested an in-house recruiting model, Tim Sackett (President of HRU Technical Resources) looked to further maximize his team's leads and ability to source the best candidates.

The recruiters often spent large portions of their days trawling through databases with limited success. So the challenge for Tim and his team was to find a solution that could help target candidates by using more productive methods.

Approach

Partnering with SocialTalent to improve sourcing skill and speed

HRU Tech invested in the SocialTalent hiring skills platform to upskill its recruiters in areas like sourcing, candidate engagement, personal branding and the power of social media. The aim was to reframe the recruiter's sourcing skills and get them up-to-speed in the first 90 days. The company also wanted to ensure that its staff had the tools and techniques needed to source better quality candidates at a faster pace.



Business Impact

HRU Tech saw an increase of 21.6% in new hires and 24% rise in gross profit after rolling out SocialTalent

Since implementing the SocialTalent e-learning platform, HRU Tech has seen a dramatic reduction in the use of traditional job boards and an increase in hires coming from platforms like LinkedIn and Indeed. Recruiters were even able to boost the number of hires from their own ATS (Applicant Tracking System) by developing and improving their Boolean search strings.



In the space of 9 months, the company saw the following results:

21.6% increase in the number of overall hires.



120% increase in hires generated through use of a free LinkedIn user account.



115% increase in hires from the company's own ATS.



55.3% increase in candidate referrals.

24%

rise in gross profit due to the influx of hires.



“Our old model worked to a certain extent, but SocialTalent exceeded all expectations. We had zero turnover in the first 9 months after we started using the SocialTalent e-learning platform. Our team now feels that we've invested time in their future.”

Tim Sackett

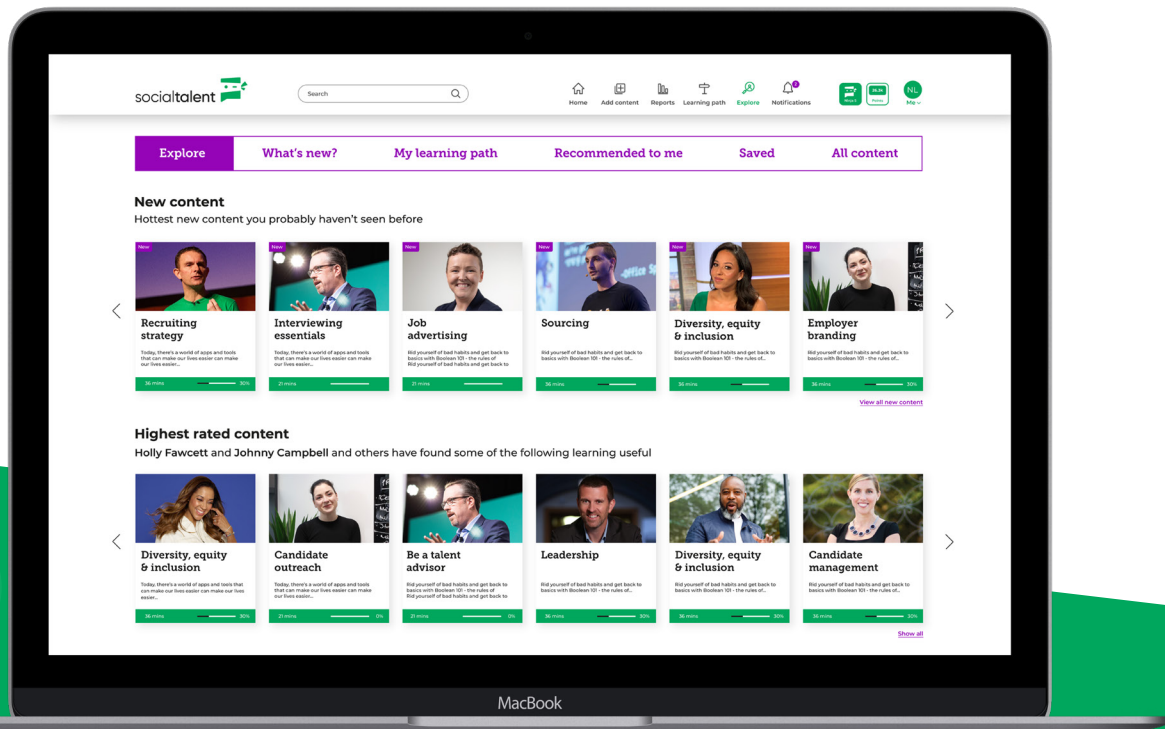
President, HRU Technical Resources

About HRU Technical Resources

HRU Technical Resources is a contingent staffing firm, specializing in engineering, IT and technically related placements across multiple industries. Founded in 1980 and headquartered in Lansing Michigan, it has been running a successful technical recruitment agency for over 40 years. Utilizing its unmatched experience and tools, HRU Technical Resources fit the best technical talent in roles within companies that match them and their goals.

About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.



If you would like to [learn more](#) about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

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