Sundance Payment Solutions Achieves 100% of Hiring Goal

HIGHLIGHTS

- Increased applicant traffic by 160% YoY and successfully hired 275 sales reps

- Made ZipRecruiter their primary sourcing tool after outperforming other resources

- Improved applicant-to-hire ratio at a lower cost, compared to other hiring tools

BACKGROUND

Committed to delivering secure and effective tools to their customers, Sundance Payment Solutions is a nationwide payment processing and merchant services provider.

CHALLENGE

Sundance Payment Solutions relies on recruiting a high volume of outside sales representatives to drive top-line growth. In fact, the company's monthly hiring goal is to add over 100 motivated sales representatives to the team. Terry Houston, Recruiting Manager at Sundance Payment Solutions says, "Our biggest challenge is finding individuals that are hungry, ambitious, and want to take advantage of this opportunity."

SOLUTION

Sundance partnered with ZipRecruiter to leverage their reach and increase applicant traffic. They utilized ZipRecruiter's AI technology to save time and target more qualified candidates faster.

RESULTS

In their first year with ZipRecruiter, Sundance made 275 hires and saw a 160% year-over-year increase in applicant traffic. They met demanding monthly hiring quotas and compared to their other sourcing tools, ZipRecruiter delivered a higher applicant-to hire-ratio—at a lower cost. After seeing a dramatic increase in recruiting efficiency, Sundance decided to make ZipRecruiter their primary sourcing tool.

> " ZipRecruiter was more cost-effective and when it came to candidate quality, they blew everyone else out of the water! It was an easy decision to stop using our other sourcing tools.

Terry Houston
Recruiting Manager at Sundance Payment Solutions

Learn More at **ZipRecruiter.com/Enterprise**

*Results may vary.