



ZipRecruiter®



EchoStar reduces cost per relevant application by 20%

HIGHLIGHTS

- Reached more qualified candidates across hard-to-fill markets
- Filled critical frontline roles faster without sacrificing quality
- Higher candidate-to-hire conversion from ZipRecruiter than from other sources

BACKGROUND

EchoStar is a nationwide telecommunications company connecting millions through satellite, wireless, and internet services, with brands like DISH TV, Sling TV, Boost Mobile, and HughesNet. With nearly 3,000 frontline roles to fill each year across rural and urban markets, hiring is constant and highly competitive.

CHALLENGE

Finding qualified candidates for frontline roles, especially In-Home Service Technicians, is a persistent challenge. The role requires a rare mix of technical expertise and customer-facing skills, making it difficult to find the right talent across markets. EchoStar Recruitment Leader, Michael Clara, explains, "It's a tough role. IHS Technicians not only install the technology, but they also train customers on how to use it. When we bring in the right people, it's a win for the team and our customers."

SOLUTION

That's why EchoStar relies on ZipRecruiter to hire across the country. "With ZipRecruiter's matching technology, we're reaching the right people exactly where we need them," Michael says. Working closely with the ZipRecruiter team, EchoStar tests and refines job descriptions using data and insights to understand what resonates. This helps ensure the right candidates see themselves in the role and take the next step. "We get a large number of candidates from ZipRecruiter," Michael says, "but more importantly, a higher percentage move on to be hired."

RESULTS

With ZipRecruiter, EchoStar hires faster and more efficiently without sacrificing quality. In frontline roles, speed matters, and ZipRecruiter helps the team move quickly to make offers. In fact, over the last 18 months, EchoStar has seen a 20% improvement in cost per relevant application, helping them hire more efficiently while maximizing their budget. "At EchoStar, success in recruiting is largely measured by time and money," Michael adds, "and ZipRecruiter helps us save on both."

“We get more of the right candidates from ZipRecruiter. A higher percentage move on to be screened, hired, and ultimately stay longer than those from other sources.”

Michael Clara, Recruitment Leader at EchoStar

*Results may vary

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