Athens Services Increases Applicant Traffic by 30% for Skilled Roles

HIGHLIGHTS

- Successfully hired for Diesel Technicians, Business Analysts, Heavy Equipment Operators and more

- Saved $17K per hire from increased retention rate of ZipRecruiter's candidates

BACKGROUND

Serving over 250,000 customers in over 50 cities, Athens Services is a 60+ year-old family-owned company that leads the U.S. in waste collection and materials recycling facilities.

CHALLENGE

Athens Services struggled to fill a high volume of in-demand roles. Why? Most of these roles required candidates to be tech-savvy, operational experts—which was challenging to find. In a typical year, Athens filled 200 roles. But this number could double, based on customer needs.

Previously, Athens posted on other job sites, but found they didn't have the reach to deliver qualified candidates. In fact, they only yielded 4% of Athens' annual hires. Athens also wasted time searching candidate databases because many of these sites had outdated profiles. They needed a new way to attract more of the right people.

SOLUTION

Athens Services teamed up with ZipRecruiter to expand their reach and increase applicant traffic. ZipRecruiter's AI technology matched Athens' roles with qualified candidates—which saved time. And they used ZipRecruiter's resume database to proactively search through active profiles to find the talent they needed.

RESULTS

Since Athens Services began using ZipRecruiter two years ago, they've successfully hired Diesel Technicians, Heavy Equipment Operators, drivers, leadership roles, and more. They've also increased applicant traffic by 30% in 2019. Additionally, ZipRecruiter's candidates had a higher rate of retention through 90 days, which saved $17K per employee. Lastly, Athens' HR team no longer has to manually post jobs on the platform; instead, ZipRecruiter pulls jobs right from Athens' ATS, iCIMS.

> **We decided to go with ZipRecruiter and never looked back. The technology in their solution gets us the exposure and level of candidates we need.**

Nicholas Vega

Human Resources & Corporate Recruiter at Athens Services

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*Results may vary.