



Reddy Ice Hires Hard-To-Fill CDL Positions Fast

HIGHLIGHTS

- More candidates made it to the final offer stage than any other platform
- Lowered average time-to-hire by 3 days
- Utilized ZipRecruiter Sponsored Reach and Invite to Apply to increase applications

BACKGROUND

Serving over 80,000 customers across the U.S., Reddy Ice is the largest manufacturer and distributor of packaged ice products in the nation.

CHALLENGE

Operating in a highly seasonal industry, Reddy Ice does 50% of their business during the summertime. They have 110 manufacturing and distribution centers across the country and in order to meet demands, they need to hire more than 600 employees during the warm weather months.

Specifically, they have to compete with other companies in the transportation industry to hire CDL drivers and niche maintenance positions. These roles are critical to the success of the business but because they are in such high demand, it is challenging to reach the talent they need. Angie Wallander, CAO at Reddy Ice says, “If we don’t have enough drivers we can’t serve our customers efficiently. That’s why our seasonal recruiting is so critical.”

SOLUTION

Reddy Ice partnered with ZipRecruiter to reduce their time-to-hire and improve candidate sourcing. ZipRecruiter’s AI identified candidates with the right skills and background, driving more traffic to their recruitment ads. Additionally, Reddy Ice utilized ZipRecruiter’s Invite to Apply feature to proactively reach candidates for hard-to-fill positions—instead of waiting for them to apply.

RESULTS

Compared to their other sourcing tools, ZipRecruiter delivered a higher applicant-to-hire ratio and sourced more candidates that made it to the final offer stage. In fact, 15% of all hires YTD came in through ZipRecruiter. On top of that, Reddy Ice decreased their average time-to-hire by 3 days.

We have been extremely satisfied with both the quality and quantity of candidates that continuously apply through ZipRecruiter. I couldn’t imagine recruiting without them at this point.

Jared Tilley

Lead Corporate Recruiter at Reddy Ice

Learn More at [ZipRecruiter.com/Enterprise](https://www.ziprecruiter.com/Enterprise)

*Results may vary.