TRANSWEST | **ZipRecruiter**®

Transwest Increases Apply Rate by 20% Across All Departments

HIGHLIGHTS

- Sourced qualified candidates at 45% lower CPA than the industry average

- Reduced time-to-hire by 5 days

- Made ZipRecruiter their primary recruiting platform, replacing 3 other sources

BACKGROUND

As one of the fastest growing transportation specialists in the nation, Transwest provides sales, parts, service, and finance for nearly every segment of the transportation industry—from commercial truck and fleet services to RVs and more.

CHALLENGE

Transwest hires a variety of roles, from vehicle technicians and service managers to executives. But they struggled to reach the breadth and volume of candidates required to fill their range of roles, forcing them to spend significant time using multiple platforms.

SOLUTION

Transwest turned to ZipRecruiter to reach more qualified candidates and reduce time-to-fill. ZipRecruiter's AI identified candidates with the right skills and experience, delivering qualified applicants quickly—even for niche positions. Breanne Ness, VP of Learning and Development says, *"I love that ZipRecruiter's strategy team is committed to the hiring goals of my organization. If I have a hard-to-fill role, they do an in-depth analysis and quickly provide a customized hiring strategy and solution."*

RESULTS

Transwest generated 20% more applicants across their diverse range of roles throughout the organization, including mechanics, service and finance managers. They were also able to source qualified candidates 5 days faster with a 4:1 interview to offer ratio from ZipRecruiter's extensive candidate network. Ultimately, Transwest saw such powerful results with Ziprecruiter that they eliminated 3 of their other recruitment sources and made ZipRecruiter their primary recruiting platform.

> **The candidate volume, variety and quality we received through ZipRecruiter exceeded my expectations!**
>
> **Breanne Ness**
> *VP of Learning and Development*

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

*Results may vary.