

INSURANCE CASE STUDY



New York Life Receives 6x More Qualified Candidates



ZipRecruiter®

HIGHLIGHTS

- Significantly increased applicant quality and volume
- Hired Sales Managers, Sales Representatives, and more
- Met 30% of annual hiring goal within first 3 months

BACKGROUND

Since 1845 New York Life Insurance Company has been committed to being there for customers when they need them most—whether that's today or decades down the line.

CHALLENGE

With offices spanning the U.S., New York Life has hiring needs that vary by location. To support their fastest-growing Southern California office, they needed to hire several qualified Sales and Sales Manager candidates.

New York Life operates a recruit-to-retain philosophy, which includes a three-year training program for new hires. Martin Petoyan, Partner at the Southern California General Office says, "We need to find candidates who can grow with the company, and our previous sourcing tools weren't delivering the volume or quality that we needed."

SOLUTION

New York Life teamed up with ZipRecruiter to improve their candidate sourcing. The ATS integration process was seamless and was set up in less than two days. ZipRecruiter also provided a dedicated team of specialists who helped establish a new hiring strategy, optimize their campaign, and reach more of the right candidates.

“ZipRecruiter provided effective candidate sourcing, helping us lower our cost-per-hire while finding great candidates for New York Life.”

Martin Petoyan

Partner, Southern California General Office
New York Life Insurance Company

RESULTS

Within the first three months of working with ZipRecruiter, New York Life met 30% of their goal for the entire year. At the same time, they saw a significant increase in applicant quality and volume, compared to the other tools they were using. In some cases, they received almost 6x more applicants.

*Results may vary.

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