



Challenger Sees 20% Higher Apply Rate Across All Transportation Roles

HIGHLIGHTS

- Saved 75+ recruiting hours/week by using ZipRecruiter as primary recruiting platform
- Successfully hired for CDL Truck Drivers, Owner/Operator, Team Truck Drivers, and more
- Sourced truck driver candidates at 15% lower CPA than industry average

BACKGROUND

As Canada's largest privately owned transportation company, Challenger hauls goods between Canada and anywhere across North America, plus internationally, with its full range of transportation, logistics, warehousing, and distribution services.

CHALLENGE

Challenger needed to attract a high volume of qualified candidates for truck driver roles to keep up with their business demand. But due to candidate scarcity, they spent significant time trying to fill these roles. Ramon Calanza, the Director of Driver Recruitment and Retention at Challenger, said, "Because the industry as a whole was facing a supply challenge, we had to find a better way to source new segments of talent."

SOLUTION

Challenger teamed up with ZipRecruiter to develop a customized recruitment campaign to help them reach new segments of talent. Their new strategy leveraged ZipRecruiter's AI matching technology and 1-click apply to drive higher candidate volume and quality. And by implementing ZipRecruiter's screening questions, they were able to focus on top applicants—which saved them time they could reinvest in the candidate experience.

RESULTS

Since Challenger began using ZipRecruiter, they've successfully hired for a wide range of licensed truck driver roles. Additionally, they saw a 20% higher apply rate than the industry average across all roles and a 15% lower truck driver CPA. By using ZipRecruiter as their primary recruiting platform, they've eliminated nearly all other recruiting resources and saved over 75 recruiting hours per week.

When it comes to sourcing qualified candidates for these competitive truck driver roles, ZipRecruiter has helped us tremendously. Their technology is crucial to engage top talent fast and keep our business moving.

Ramon Calanza

Director of Driver Recruitment & Retention at Challenger

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

*Results may vary.