



## Contemporary Staffing Solutions Increases Apply Rate by 30%

### HIGHLIGHTS

- Sourced 1/3 of all applicants through ZipRecruiter
- Received qualified candidates at a CPA of 25% lower than the industry average
- Hired hundreds of candidates through ZipRecruiter this year, across a variety of verticals

### BACKGROUND

Contemporary Staffing Solutions (CSS) has been a leading national provider of contract, temporary-hire, and direct-hire solutions for over 25 years. Beginning as a staffing agency, today, the organization is proud to provide workforce management tools and customized recruitment strategies for clients across a variety of industries including marketing, call center, sales, accounting/finance, human resources, administrative, and technology.

### CHALLENGE

Receiving upwards of 500 requisitions a month, CSS must recruit thousands of qualified professionals every year. In fact, to keep up with client needs, they typically have over 2,000 candidate touchpoints a week and strive to deliver resumes within 48 hours of receiving a job requisition. Alyssa Mastrangelo, Recruiting Director at CSS says, “Our ability to support our clients by sourcing great candidates is critical to our revenue generation and reputation in the industry.”

The ongoing talent shortage, coupled with an increase in job openings, has made it highly competitive for CSS to reach enough qualified candidates to support client needs. Consequently, they struggled to meet their recruitment goals—and risked losing business.

### SOLUTION

CSS turned to ZipRecruiter to increase applicant traffic. ZipRecruiter’s powerful AI matched them with thousands of qualified candidates they were previously missing out on. For more niche roles, they utilized ZipRecruiter’s Resume Database to proactively reach out to passive candidates—instead of waiting for them to apply.

### RESULTS

CSS saw a 30% increase in candidate volume across all job levels at a CPA of 25% lower than the industry average. They have hired hundreds of quality candidates through ZipRecruiter so far this year, which has allowed them to grow their client list and deliver more top-quality candidates. Outperforming all of their other sourcing tools, CSS now relies on ZipRecruiter as their #1 recruitment resource.

“ZipRecruiter makes us look good! Not only are our clients impressed by the quality we’re delivering, but we are also reaching a higher volume of candidates, faster.”

**Alyssa Mastrangelo**  
Recruiting Director at CSS

\*Users’ experience may not be typical. Results May Vary

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