



## Sonoco Sources 44% of Candidates Through ZipRecruiter's Seamless ATS Integration

### HIGHLIGHTS

- ATS integration decreased sourcing time by 9 hours a week per recruiter
- Received 4X more applicants by implementing One-Click Apply
- Saw a 35% lower CPA than the industry average

### BACKGROUND

With more than 19,000 employees across 34 countries, Sonoco serves many of the world's best-known brands and is a leading consumer packaging manufacturer.

### CHALLENGE

Sonoco continues to open new plants and expand across the globe. Hiring thousands of manufacturing employees a year, they need a recruitment solution that delivers a high volume of candidates. Growing rates of industry turnover coupled with a competitive labor market only magnify their need for a robust candidate pipeline.

However, Sonoco's TA team struggled to find a recruitment solution that would easily integrate with their ATS, forcing them to devote more time to administrative work than connecting with candidates.

### SOLUTION

Sonoco partnered with ZipRecruiter to reach new candidates and implemented One-Click Apply to increase traffic to their jobs. Unlike sourcing tools they tried previously, ZipRecruiter was able to effortlessly integrate with their ATS. In fact, Jon Chin, Talent Acquisition Leader at Sonoco says, "All our ZipRecruiter applicants come directly into our ATS, which saves us time and creates a better candidate experience. A smoother application process means we're less likely to lose talent."

### RESULTS

With ZipRecruiter's help, Sonoco achieved a CPA of 35% lower than the industry average, and applicant volume increased by 4X. The seamless ATS integration allowed recruiters to save 9 hours on sourcing every week and fill roles across the organization. In fact, 44% of all Sonoco applicants are now sourced through ZipRecruiter.

“The ATS integration with ZipRecruiter has been a breath of fresh air. It takes the burden of administrative work off our plates and allows our talent acquisition team to focus on building relationships with candidates.

**Jon Chin**, Talent Acquisition Leader, Sonoco

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

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