

CASE STUDY

SPS Ventures: Revolutionizing DSP hiring



CHALLENGE

SPS Ventures (SPSV), an Amazon-contracted logistics company, faced challenges in staffing for its expansive operations across ten cities in six states, with a workforce of approximately 1,000 employees. SPSV experienced a high attrition rate and needed to make 40 new hires per month. Initially using various job boards (i.e. ZipRecruiter, Craigslist, CareerBuilder and Monster), only Indeed provided the needed applicant volume. However, as SPSV streamlined its hiring process, Indeed's preference for preferred customers increased costs and led to fluctuations in candidate quantity and quality, hindering consistent recruitment efforts.

SOLUTIONS

Gigs is dedicated to securing top hourly workers. It addressed a 50% application abandonment rate and aimed to maintain a steady flow of applicants for 40 monthly hires, all while ensuring cost-effectiveness. Gigs' transparent pricing structure and a unique network of distribution partners ensured consistent acquisition costs for driver applicants. Implementing a targeted outreach strategy based on job post radius, Gigs presented qualified candidates likely to commit to roles, emphasizing the importance of proximity for employee retention at SPSV

BENEFITS

Gigs reduced application abandonment from 50% to 30%, improving hiring process efficiency. SPSV achieved a 30% conversion rate from applicants to new hires, meeting recruitment targets more precisely and at a fraction of the cost compared to Indeed. SPSV emphasized Gigs' effectiveness in addressing unique recruitment needs compared to massive job boards attempting location filtering. The collaboration with Gigs transformed SPS Ventures' recruitment, offering a tailored solution that enhanced overall efficiency and success.

AT A GLANCE

Challenges

- High attrition rate among drivers
- Fluctuations in quantity and quality of candidates on other job boards
- Cost management challenges

Benefits

- Able to reduce our budget by 30% of what we were spending with Indeed
- Achieve 30% conversion rate
- Improved applicant throughput to 80%



"Gigs made it easy for us to shift our spending from Indeed to Gigs. They send us quality applicants for all of our markets and ensure costs are stable, something Indeed couldn't do

I truly believe this would be a great tool for both DSP's and Amazon warehouse hires irrespective of market location."

Bill Momary
CEO, SPSV

