

Case Study: **Allan Myers**

15x increase in completed applications

Headquarters: Worcester Township, PA

Industry: Construction

Client Employees: 2,000

New Hires: 550 Annually



Allan Myers was struggling to recruit high volume, hourly, heavy civil construction workers in the mid-Atlantic region. Incomplete applications on their career site and low response rates to phone and email were plaguing the success of their recruiting team. By implementing text message to their recruiting strategy, Allan Myers saw completed applications increase 15x.

Danger! Hard Hats & Applicants Needed

As recruiting coordinator for seven regional offices staffing 15 asphalt and aggregate plants, Samantha Herbein was having challenges creating a pipeline for Allan Myers. The candidates she was trying to get in touch with were often working on job sites and were unresponsive to email and phone calls. “After a day of working on a job site, [candidates] I’m trying to get in touch with are not checking or responding to voicemails,” Samantha explained.

On top of low response rates from candidates, Samantha saw unfinished applications and low completion rates. Workers would often use their mobile phones to apply for jobs and would leave job applications incomplete, making it difficult for the Allan Myers team to assess what positions candidates would be a good fit for.

The situation was further complicated by the fact that applications came from workers all over the region. Samantha explained, “When we get applicants, they come from all over. For example, we get applicants from Southern Virginia applying to job sites in Northern Virginia. We may not hire that person right now, but we were unable to engage them and Allan Myers fell off their radar as a future employer.” Allan Myers stopped losing out on candidates by using TextRecruit to keep candidates warm about future opportunities.

15x 

**INCREASE IN COMPLETED
APPLICATIONS**

“Using text message allowed us to easily contact previously unreachable candidates, send reminders to applicants to finish applications, and maintain relationships with candidates in our ATS.”

– Samantha Herbein
*Recruiting Coordinator,
Allan Myers*



The Right Tool for the Job

Allan Myers developed their recruiting strategy around text messaging to target their deskless civil construction worker. TextRecruit was used to contact 'unreachable' candidates who hadn't responded to phone or email, increase application completion rates, and build stronger relationships with candidates.

Samantha began addressing the incomplete application problem by running an A/B test. Wondering if application completion reminders over text message would be more effective than email, she split a pool of 100 incomplete applications in half, sending 50 reminders through email and sending the other 50 reminders through text message. The results were astonishing with 15 times as many applications being filled out when reminders were sent through text message. Samantha shared, "It's been a night and day difference."

Recruiters didn't have to provide their private phone numbers to candidates, which was one of the biggest factors that drove adoption as it relieved any privacy or security concerns from her team. TextRecruit was adopted and quickly became popular for its ease of use and the immediate impact the recruiters were seeing on filling their open reqs. After rolling out the software to her recruiting team, Samantha began to explore additional use cases leveraging text.

From the Careers Site to the Job Site

The team at Allan Myers used TextRecruit's ATS integration to re-engage applicants with mass campaigns using geotagging. Each time a recruiter screened a possible candidate, they were marked as a potential worker in a specific area. When an Allan Myers project started in that market, Samantha used TextRecruit to send out a mass message informing candidates that a job site had opened up in their area. "We'll let them know we're hiring in their area, ask if they have any questions and schedule all of our interviews with hourly workers using TextRecruit," Samantha added.

Samantha and her team increased their candidate pool by tenfold, and saw a 15x increase in completed applications after partnering with TextRecruit. Samantha emphasized, "Text messaging was a key component to building out our talent pipeline."



"We used text message to screen applicants. We used it to set up interview times and coordinate around job sites. We also used it to remind new hires to fill out their paperwork or to ask them to check their email for documents."

– **Samantha Herbein**,
Recruiting Coordinator,
Allan Meyers

