ACA Talent supports national route sales operations through scalable recruitment solutions

Assessing the Challenge
This client manufactures, markets, and distributes a variety of snack food products throughout the United States to supermarkets and restaurants across hundreds of sales routes.

Without the assistance of any applicant tracking technology, recruitment was the responsibility of each local sales manager, consuming a significant portion of the workweek. Open routes required a temporary driver, resulting in an estimated revenue loss of 15% per week due to inefficiency. Using online job postings and referrals, the average cycle time to fill a position was 42 days. Candidate quality remained below expectations, resulting in high turnover.

Designing the Solution
Deploying a 90-day pilot program, ACA Talent benchmarked the client’s recruitment program, and developed an improved recruitment process, engaging technology to manage requisitions, candidate funnels, and hiring manager activities.

The program’s qualification process integrated with the client’s assessment tool to determine the best candidate profiles. Throughout the process, ACA Talent measured key performance indicators to provide critical feedback and offer process improvement recommendations.

Measurable Results
• Open requisitions slashed by 67%
• Reduced cycle time by 25%, placing qualified candidates faster
• Hiring managers spend 80% less time recruiting

Additional Program Values
• Career Center to promote opportunities and capture applications
• Post-Hire Consulting on retention to reduce turnover
• Pricing based on process efficiencies, versus percentage of hire’s salary

By implementing a long-term solution, and maintaining performance objectives with clear communication at all levels, this Sales Recruitment Optimization (SRO) program has made a significant impact on the client’s recruitment operations in efficiency, cost savings, and candidate quality, leading to higher revenues.

For more information about how ACA Talent’s SRO solutions can help streamline your route sales recruitment process to hire better quality candidates and drive revenues, call us at 888-750-5627.

At a Glance

Business Challenge
Hire better-qualified route sales professionals, while driving recruitment efficiency.

Solution
Develop an end-to-end solution that improved overall hiring efficiencies.
• Improved recruitment process
• Technology integration
• Candidate assessment tools
• Online career center
• Candidate profiling
• Reporting & metrics
• Post-hire consulting

Results
67% reduction in open job orders
25% decrease in overall cycle time
80% less time spent recruiting

“In the past, recruiting was very time-consuming. I spend zero time recruiting now that we’re working with ACA Talent. I don’t have to pound the pavement to find people.”

– Route Sales Manager