



How Compass Group Increased Frontline Candidates by 21%+

While adding zero extra work for their recruiting team

Dalia

Hiring at one of the world's largest companies.

Compass Group is the largest contract foodservice company in the world. They employ and engage with more than 600,000 employees across industries like hospitality, healthcare, manufacturing, energy, and transportation in 44 different countries. Their 17,000 current job openings are primarily hourly, frontline roles like line cooks, drivers, housekeepers, nursing aides, customer service, retail associates, and laborers.

In order to hit their high-volume recruiting goals, their talent acquisition team is responsible for driving a large pipeline of qualified talent that hiring managers can hire from. They're responsible for providing candidates across different job types, industries, and locations. Their relatively small team is also responsible for a large number of job openings per recruiter.

Challenge:

- Not enough candidate pipeline across locations, industries and job types.
- Slow hiring and high costs from job ads due to a competitive talent market.
- Low apply rate with most frontline job seekers trying to apply from their phone.

Solution:

- Capture job seekers' info before they can abandon job applications.
- Bring them back to apply with fully automated SMS & email engagement.
- Increase apply-rate conversions further by making job applications SMS-based.

Result:

- Compass Group increases qualified candidates by 21%+.
- They established a new #1 source of candidate quality, and #2 source of candidate volume.
- Candidates they get from Dalia are 44% more likely to be hired than other sources.

High-volume recruiting becomes slow, costly and inefficient.

While trying to meet these hiring goals, Shay Johnson who is a Senior Director of Talent Acquisition with Compass Group faced increased pressure from the talent market. Unemployment fell to all-time lows and competition for frontline workers increased.

Costs rose for high-volume hirers across almost every industry as they had to invest more dollars into job advertising budgets to keep their recruiting on pace. But even as employers bought more ads and increased clicks for their jobs, the percentage of job seekers completing job applications decreased.

TA teams were trying to fill the top of their hiring funnel with more candidates, but poor mobile experiences kept them from applying. Frontline job seekers are more likely to apply from a phone than a desktop or laptop computer. That's why job application requirements like creating an account, importing a resume, and filling in job history make it nearly impossible for frontline workers to apply. Today 95% of a job seekers abandon job applications without applying.

High-volume, small team, high-tech.

Shay and the TA team at Compass Group go by the motto "high-volume, small team, high-tech."

They know they're challenged with driving candidate pipeline at a scale larger than the size of their team.

That's why they have to smart about technology

Any new tech that they add to their stack needs to be automated from A to Z. They can't afford to spend too much time learning, implementing and administering a new tool. Hiring someone new to take ownership also wasn't an option. Finally, any new solution couldn't take months to launch or require a lengthy, complex integration.

They knew they needed to increase top-of-the-funnel candidate flow and conversions, but had seen little benefit from increasing their job ad spend. It was frustrating working hard to attract a candidate only to see them vanish and never apply. They decided they needed find a way to engage the large number of passive job seekers abandoning their job applications and bring them back to apply. But could they do it at scale?

The screenshot displays the Compass Group careers page. A central pop-up form is overlaid on the page, titled "COMPASS GROUP". The form contains the following elements:

- Logo: COMPASS GROUP
- Text: "Not Ready to Apply? No problem. Sign up and receive the latest jobs that fit your personal career interests. We'll also send you career advice and other content to help your job search."
- Page indicator: "page 1 of 3"
- Input fields: "First Name" and "Last Name"
- Optional field: "Upload Resume (Optional)"
- Next button: A large orange button labeled "Next"
- Link: "No, thanks"
- Footer: "Powered by Dalia"

The background page shows a job listing for "COOK, GRILL (FULL-TIME)" at "Eurest". It includes details about the location (AEP - New Albany, IN), schedule (F/T Monday through Friday), and requirements (Prior cooking experience, *Internal Employee Referral). There are buttons for "Apply Online" and "Share this Job". The page also features a chat widget for "Chat with our Recruiting Assistant" and a footer with the text "We Make Applying Easy! Want to apply to this job via text messaging? Text JOB to 75000 and search requisition ID number 1072004".

Compass Group uses a pop-up to capture job seekers' contact info before they abandon job applications.

Fully automated, recurring & personalized engagement

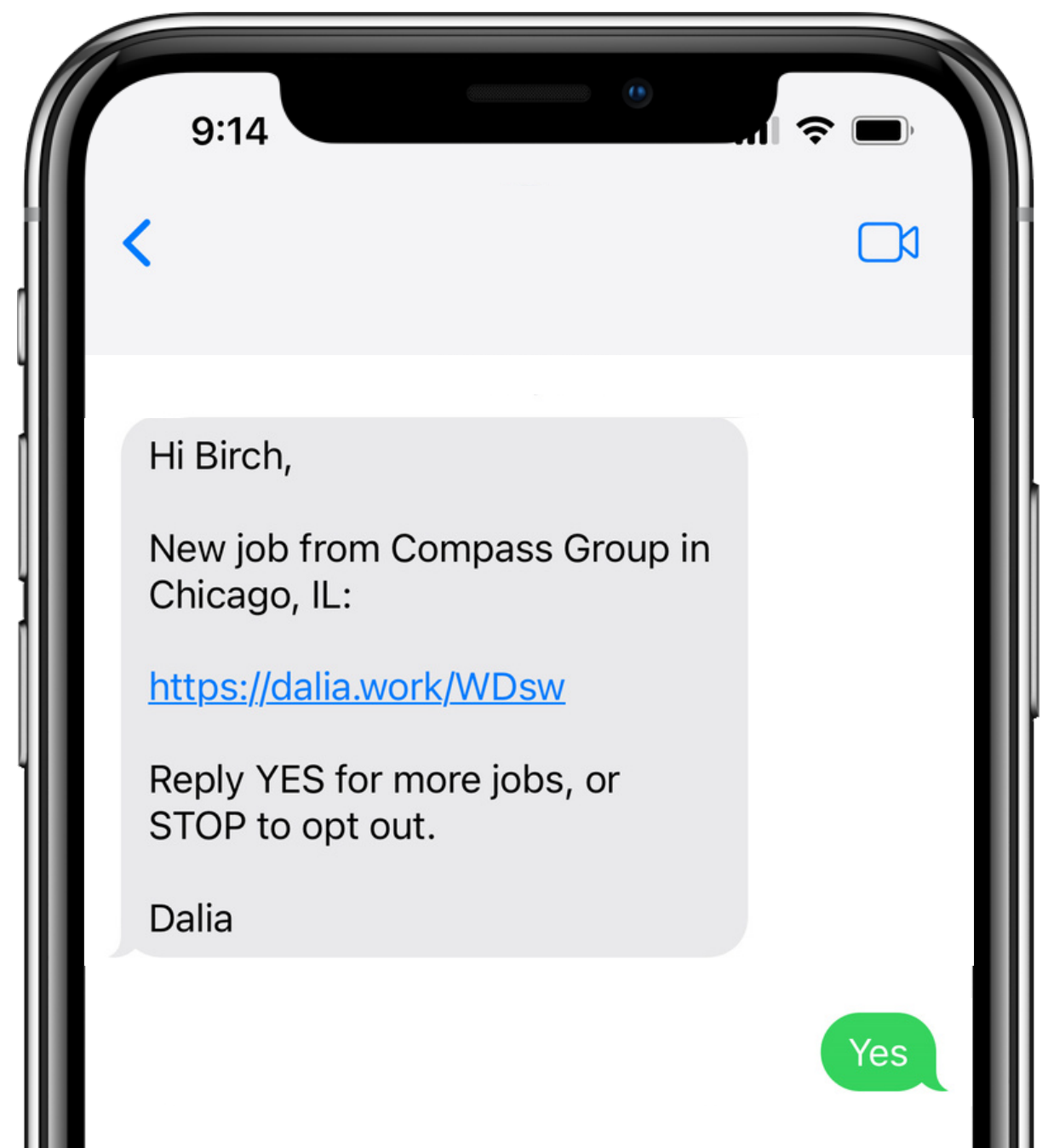
Shay implemented Dalia to improve Compass's ability to convert qualified candidates who were abandoning their process. Before a job seeker can leave a job application Dalia uses an exit intent pop-up form to capture their contact info. Then it automatically engages them with relevant new jobs over SMS & email to bring them back to apply.

Job seekers receive texts and emails whenever new jobs are posted that are relevant to their location and preferred type of work. Engaging this new group of passive talent transformed Compass Group's hiring.

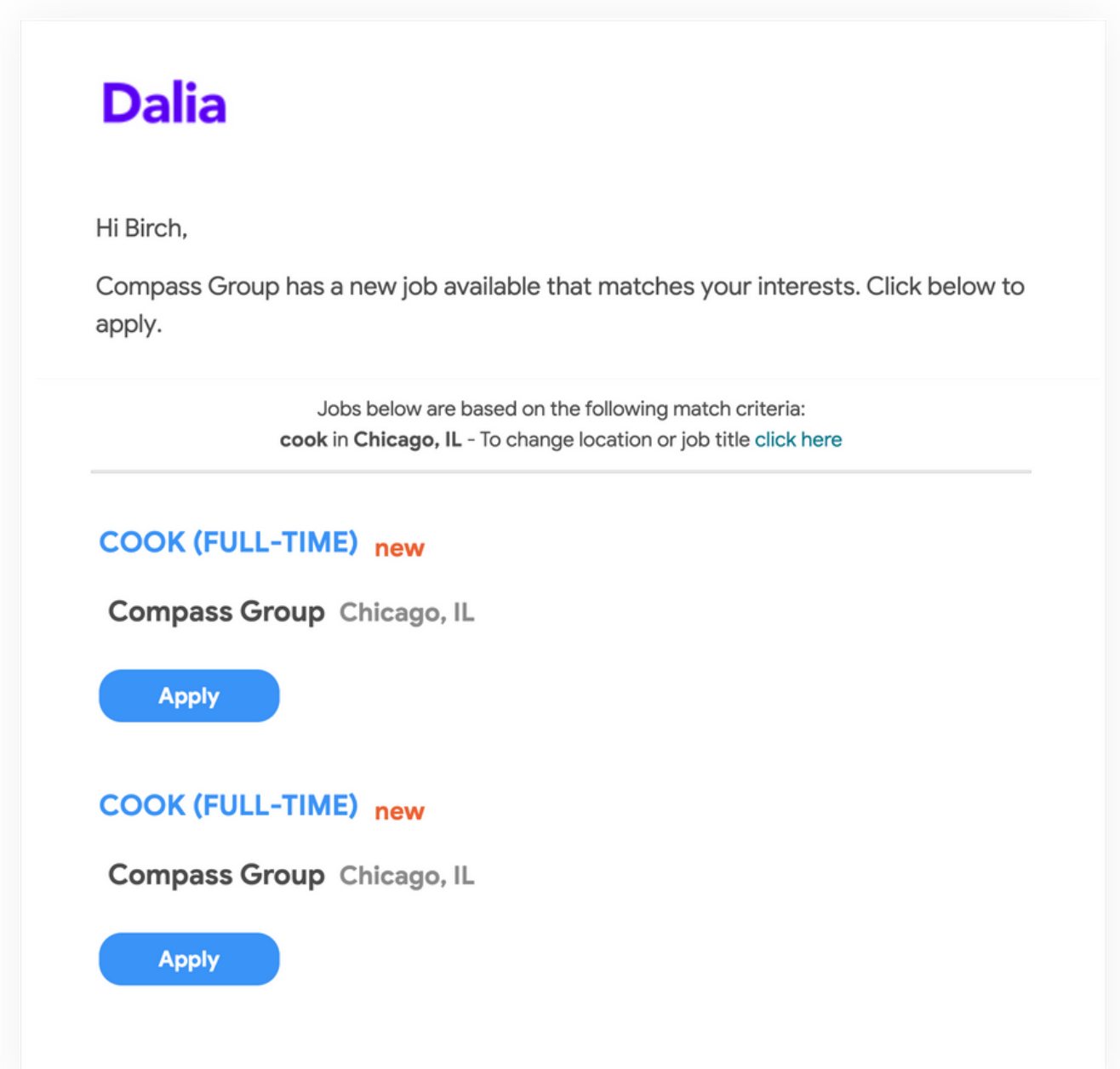
Promoting more opportunities to job seekers increased conversion rates. They also were able to drive qualified candidates to hiring managers more efficiently, and the increased candidate flow accelerated overall hiring.

Dalia ran autonomously sending these campaigns on behalf of Compass Group. Shay didn't have to add to his existing team's workload or hire anyone new since it was a fully automated process.

All Shay had to do was turn Dalia on, and watch more qualified candidates flow into their ATS and CRM within a few weeks.



Dalia automatically sends hundreds of thousands of texts per week to job seekers on behalf of Compass Group.



Dalia also sends tens of thousands of emails with Compass Group's newest jobs and helpful job seeker content.

"Dalia has been a game changer for a business with our hiring scale."



Shay Johnson
Sr. Director of TA
Compass Group

More highly-qualified candidates, faster

When Compass Group began to use Dalia to engage candidates they increased candidate volume and candidate quality, and began hiring faster.

1 More candidate volume

Dalia became Compass Group's #2 source of volume, second only to Indeed where they were investing most of their budget. "Dalia delivered a 21%+ increase in hires from all of our external sources" according to Shay.

2 Higher quality candidates

Candidate quality also went up and Dalia became Compass Group's #1 source of qualified candidates.

That's because the job seekers who abandoned the job application process were much more likely to be qualified than someone being engaged for the first time. "The candidates who apply through Dalia are 44% more likely to be hired than those from our other high-volume sources," says Shay.

3 Faster time-to-hire

These factors had a positive impact on Compass Group's time-to-hire. Their TA team was able to provide more qualified candidates to hiring managers, faster. As a result Compass Group was able to hire and fill jobs faster.

Next: A better apply process for frontline job seekers

Compass Group is continuing to work with Dalia to create a better high-volume hiring experience that will engage and convert more job seekers. The latest product Apply makes it simpler for frontline job seekers to apply for Compass Group jobs from their phone.

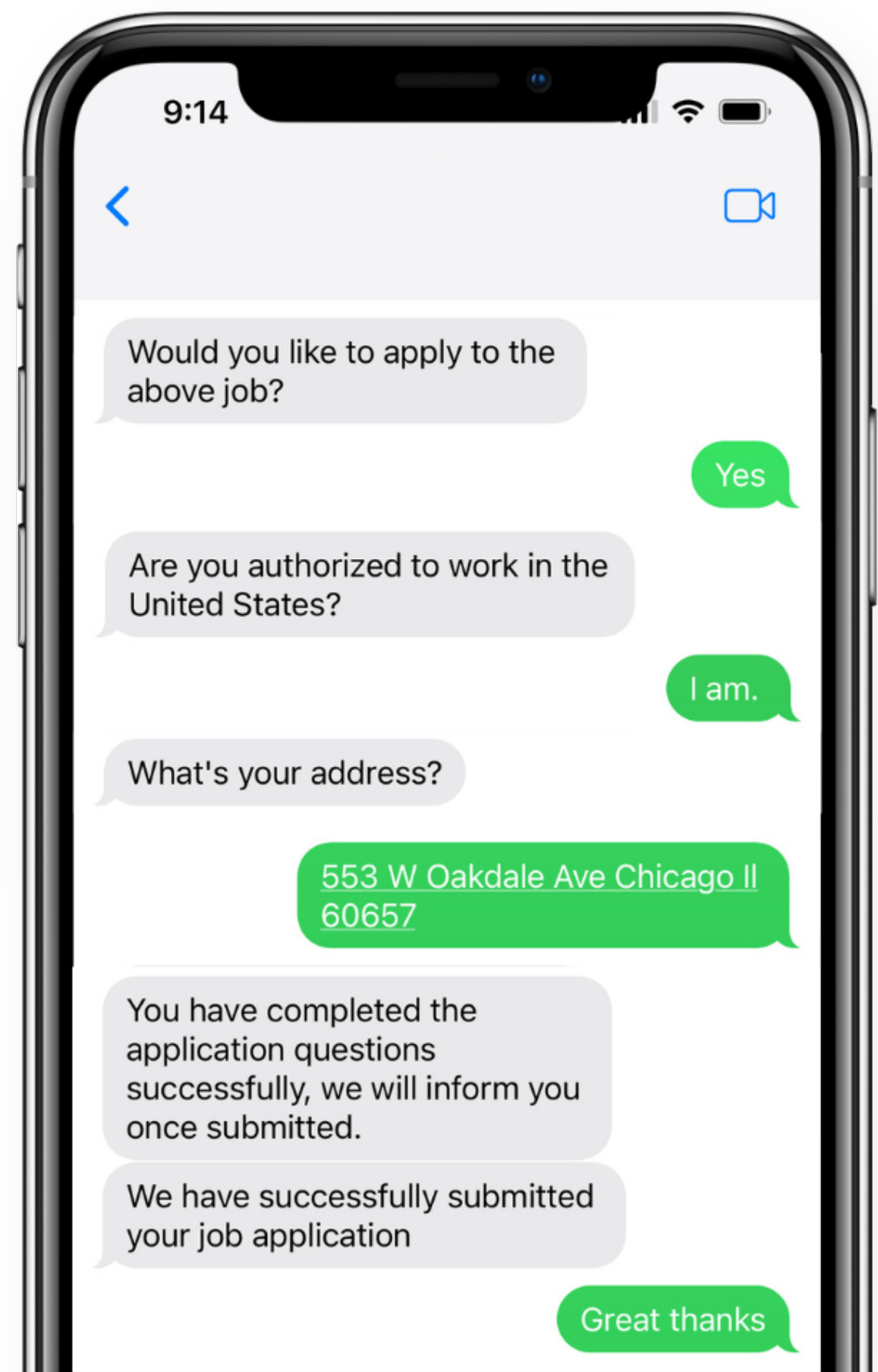
Thousands of job seekers already apply to Compass Group every week as a result of Dalia's texts. But if a job seeker was able to apply to a job via SMS rather than being redirected to a career site, they'd have a better experience and be more likely to apply.

Dalia Apply employs conversational AI to ask the job seeker questions, collect answers, and input those responses directly into the employers ATS.

It adds a human element that's currently missing from today's apply process, and works on a platform that job seekers already use daily: text messaging.

Dalia Apply is also 100% self run and 0 work for recruiters and hiring managers. This new product transforms Compass Group's job applications to be SMS-based without any human work.

Better frontline hiring experiences and simpler software solutions are helping Compass Group deliver on its high-volume recruiting goals.



An example of a Compass Group job application that uses SMS & conversational AI.

Thanks for reading. We'd love to continue the conversation.

- ✓ Get an overview of the Dalia platform
- ✓ Discuss your hiring goals with a product expert
- ✓ Receive pricing details based on your needs

Sign up for a demo at
www.dalia.co/get-demo

A background image of a warehouse worker wearing a yellow safety vest and a hard hat, packing cardboard boxes. The scene is dimly lit with purple and blue tones. The worker is in the foreground, slightly out of focus, while the background shows more boxes and warehouse structures.

About Dalia

Dalia's recruiting automation transforms the hiring process into a mobile-first experience that's fast & easy for frontline job seekers. Hiring teams use their job seeker-focused career sites, fully automated SMS & email engagement, and AI-powered job applications to accelerate high-volume recruiting. You can learn more at [Dalia.co](https://dalia.co).

About Compass Group

As the leading food and support services company, Compass Group North America is a family of great companies building experiences for all of our customers. We serve award-winning restaurants, corporate cafes, hospitals, schools, arenas, museums, and more. In addition, we are proud to offer state-of-the-art self-service and office coffee solutions. You can learn more at [Compass-usa.com](https://compass-usa.com).