



How PeopleReady Made 17,000 New Frontline Placements in Six Months

While automating work, increasing efficiency,
and hiring faster.

High volume, blue collar & on-demand hiring

PeopleReady is a staffing firm that specializes in quick and reliable on-demand labor and highly skilled workers. They support a wide range of blue-collar industries, including construction, manufacturing and logistics, waste and recycling, and hospitality.

With 600-plus branch offices across all 50 states, Puerto Rico and Canada, they served approximately 94,000 businesses and put approximately 220,000 people to work in 2021.

Director of Talent Engagement, Chris Klassen, likes to joke, "We are so high-volume that when we bring on a new tool, we will break it if it can be broken."

Challenge:

- Need more candidate flow to support high-volume, frontline recruiting.
- Job seeker traffic wasn't converting into candidates or hires at an efficient rate.

Solution:

- Capture job seekers who visit their career site and job ads without applying.
- Match them to newly posted, highly-relevant job postings.
- Bring them back to apply with fully automated SMS & email engagement.

Result:

- PeopleReady used Dalia to drive 426,934 new candidates this year.
- They've been able to offload work, recruit more efficiently, and hire faster.

The screenshot shows the PeopleReady website with a prominent pop-up form. The pop-up has the PeopleReady logo at the top, followed by the heading "Receive job alerts from PeopleReady!". Below this, it says "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." The form includes input fields for "First Name" and "Last Name", an "Upload Resume (Optional)" button, and a large orange "Next" button. At the bottom of the pop-up is a link that says "No, thanks". In the background, the website header shows "peopleready A TRUEBLUE COMPANY", a "REGISTER" button, and a language selector set to "ENGLISH". The main content area features a large image of a smiling man and the text "Find Pe" and "ar You™".

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

A need to efficiently grow frontline candidate pipeline

With the scale of PeopleReady's hiring, Chris and the team rely on paid sources to drive job seeker traffic. Few job seekers were converting into candidates though, which slowed their time-to-hire and increased cost-per-applicant.

"We really needed a partner to help us optimize the dollars we were spending to bring on new candidates," says Chris.

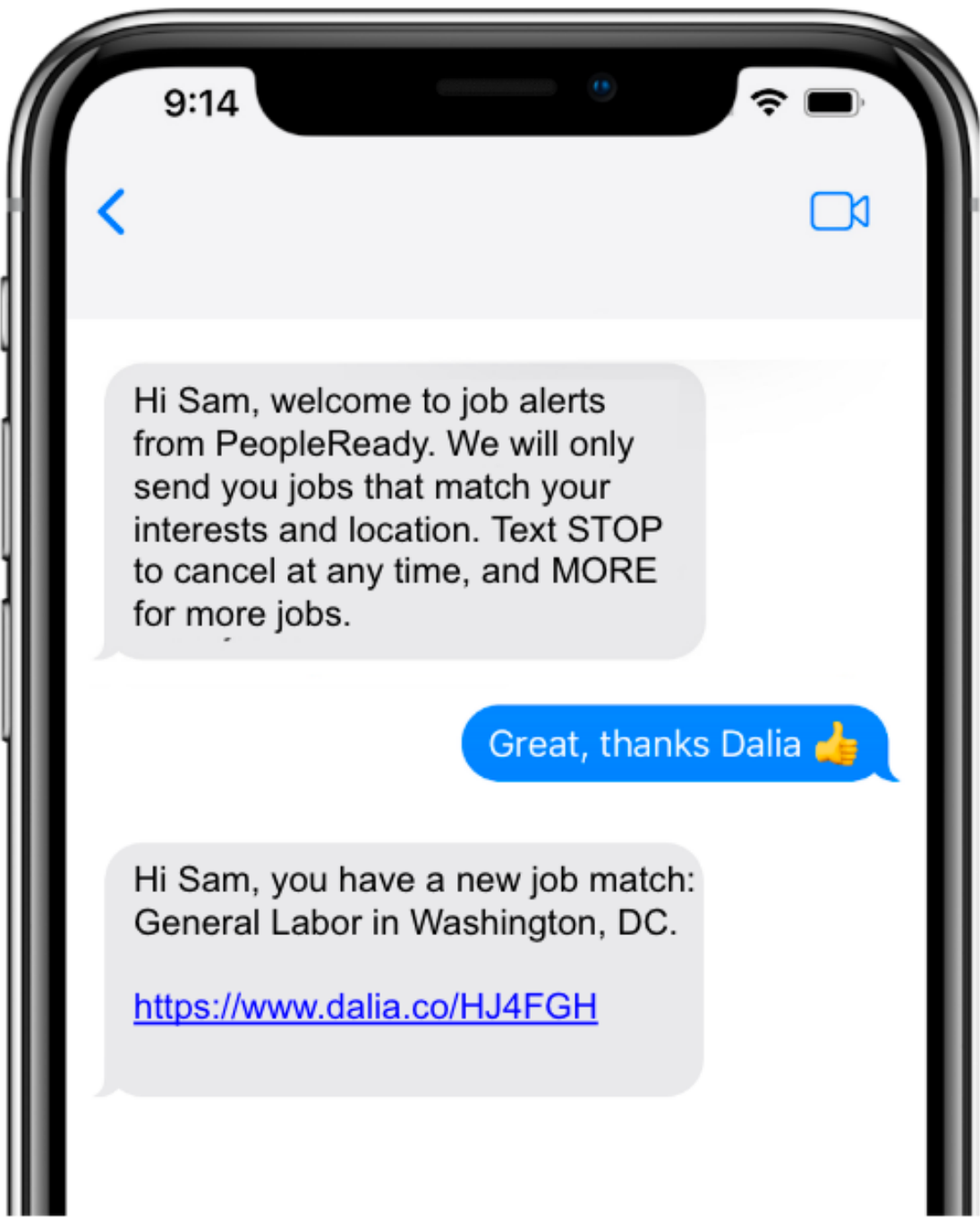
They decided to explore ways to increase candidate conversions. "Our engagement technology wasn't as advanced as we wanted. It only included email (no text messaging) and messages were targeted by geography (but not matched to job interests)."

"As a result, job seekers received once-a-week emails with a huge list of irrelevant jobs, which had little impact. It also lacked any reporting so it was hard to tell what was happening."

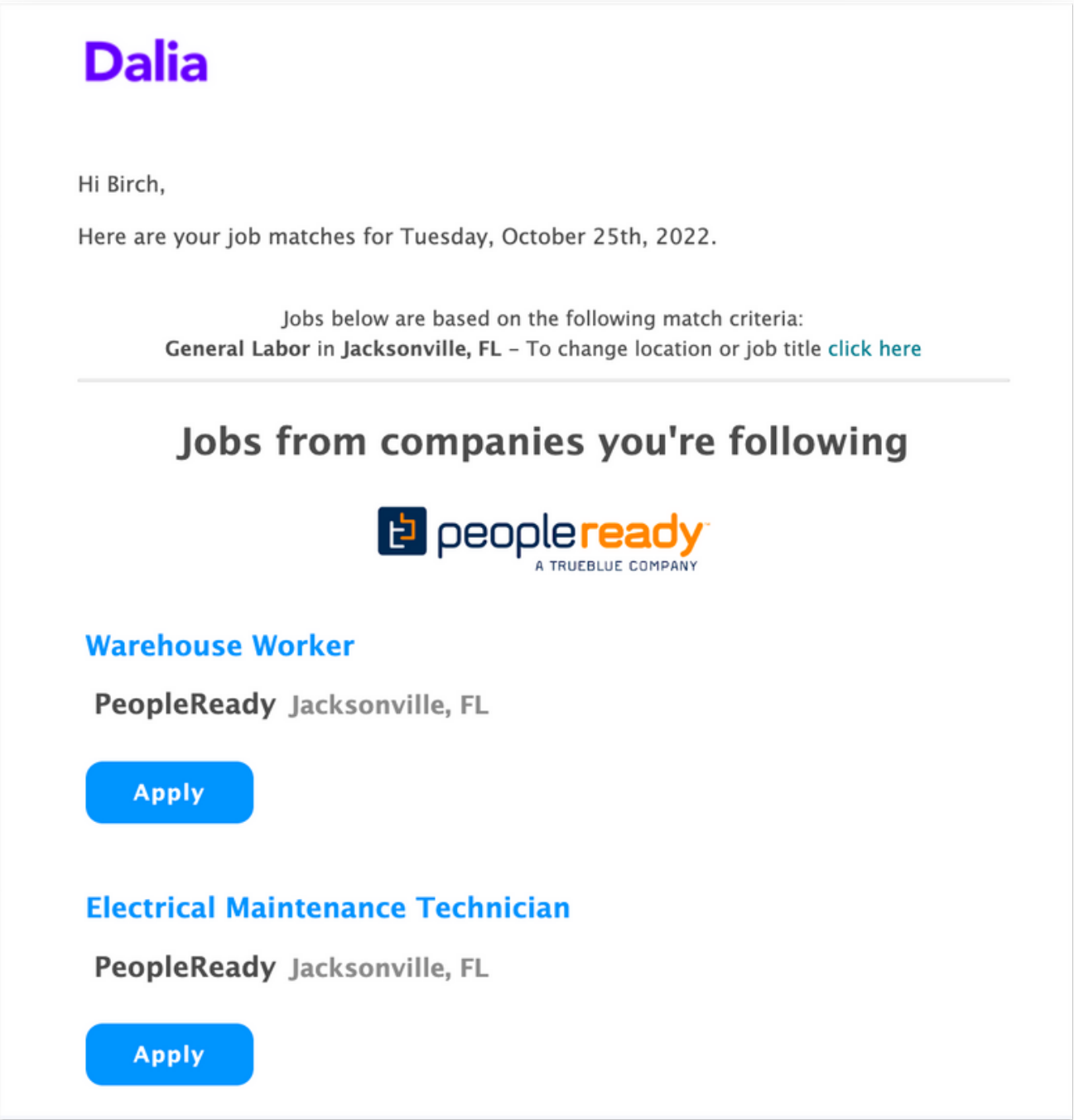
Chris implemented Dalia to increase conversions and drive more qualified candidates for PeopleReady's jobs.

"We get a lot of tire kickers - people who visit our career site but never actually apply - and we wanted to be able to reengage those job seekers."

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.



Dalia sends over 150,000 highly-relevant SMS job alerts to job seekers every week on behalf of PeopleReady.



Dalia also sends emails with PeopleReady's newest jobs and helpful job seeker content.

"When I look at our candidate flow from a year ago and where we are now with Dalia - it's night and day."



Chris Klassen
Director of Talent Engagement
PeopleReady

Job seekers receive texts and emails whenever new jobs are posted that are relevant to their location and preferred type of work.

Dalia sends over 150,000 job alert to job seekers over text message every week on PeopleReady's behalf.

"They do a great job of optimizing our SMS and email deliverability, response rates, and click rates to maximize conversions," says Chris.

Dalia also offers job seeker support on behalf of all its client to help them navigate the job application and hiring process.

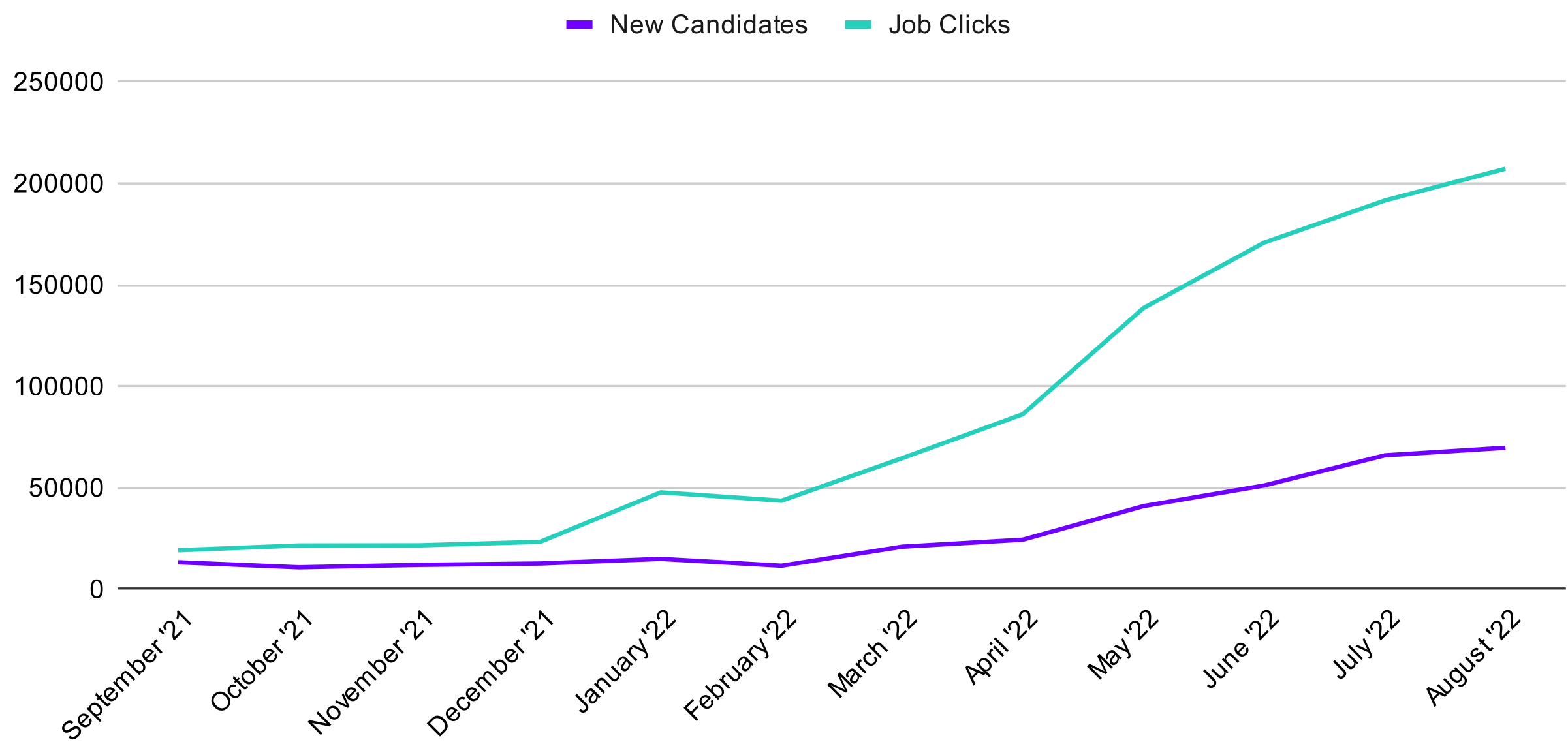
"Their constant optimization and job seeker support amounts to a lot of saved work that would otherwise fall onto our internal team," says Chris.

"Dalia has been a great partner because they know the high-volume hiring process inside and out."

New candidate volume is now increasing every month

PeopleReady has used Dalia to get 1,207,631 more clicks and 426,934 new candidates for their jobs over the past year.

This has helped them speed up their time-to-hire and efficiently convert more high-quality candidates.



Dalia drives more clicks and candidates to PeopleReady every month by continuously improving their job matching, deliverability, sign up forms, and more.

"The month-over-month growth you see in the graph above shows everything that Dalia is doing behind the scenes to optimize our engagement."

This includes improved job matching so that job seekers receive more relevant job alerts. As well as better deliverability so they actually reach inboxes and phones (instead of spam folders)."

"This continuous optimization is something that we'd have to otherwise spend time on internally. It's much easier to offload this to someone who's clearly good at it like Dalia."

Next: Reengaging candidates from every source

PeopleReady has started to use Dalia to reengage candidates from their ATS, CRM, programmatic advertising, and easy apply. "We have a wide variety of sourcing channels and couldn't follow up with everyone," says Chris.

They've also grown conversions by triggering the pop-up form as soon as job seekers reach their career site.

"Our plan is to continue to be creative in how we can use Dalia to reengage more job seekers and bring them back to PeopleReady."



PeopleReady is starting to use Dalia to drive more conversions across all of their candidate sources.

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



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.

About PeopleReady

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