

# Dalia

## QPS Employment Group

How one of the top staffing firms in the U.S. uses Dalia to maximize ROI and deliver net new candidates at the right cost

### QPS EMPLOYMENT GROUP

For the past 35 years, QPS Employment Group has supported job seekers and employers in the Midwest by putting people and relationships first. QPS focuses on finding and delivering skilled talent for its customers in industries like manufacturing, food service and printing.

## CHALLENGE

Like most staffing companies, QPS is always looking for more great people. With more than 50 offices, 2,000 openings and 6,000-plus employees placed with its customers, QPS regularly thinks about ways to drive more high-quality candidate volume. With existing investments in job boards and social media, QPS needs to maximize those channels to deliver the best ROI.

"We need an easy way to attract applicants, and once they're on our website, capture their information," said Mark Milan, Marketing Manager for QPS. "High touch is one of our company beliefs, so candidate engagement is important to us."

## SOLUTION

The team at QPS does its own sourcing and outbound messaging to candidates, and Dalia acts as another touchpoint to bring them back to apply on the QPS site.

“We were looking at automated email tools like Dalia to add value,” Milan said. “You can’t replace human contact, but you can help it and add to it.”

Because QPS is always seeking high-skill, often hard-to-find talent, return on investment is paramount, especially in a competitive hiring environment where candidates have options. QPS looked to Dalia to gain efficiency and to maximize the candidate traffic to their website that wasn’t converting to placements.

“In the staffing segment, there are thousands of different types of technologies,” Milan said. “It’s important for us to work with providers whose products deliver on the promises they make.”

*“We chose Dalia because it engages high-quality candidates who we otherwise would lose from our website. It’s easy to implement and delivers strong ROI.”*



**Mark Milan**  
Marketing Manager  
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## RESULTS

Dalia’s automated email program stood out from other solutions because it allows the QPS team to focus on its core business - connecting high-value talent with its customers - without any day-to-day maintenance.

“With any new provider, the value and the ROI are primary,” Milan said. “With Dalia, we saw a clear purpose and value because we were losing people from our website who weren’t applying with us.”

Dalia immediately delivered net new candidates to QPS at a competitive cost, while also adding efficiency to QPS’s job advertising.

“When we think about ROI with Dalia, it’s about candidates we wouldn’t have had otherwise,” Milan said. “The cost per candidate we’re seeing is really good.”