FUSION RECRUIT™
Making the mobile experience.

Starpoint Solutions™ had a mobile apply problem that only Fusion Recruit™ could solve

The Company

Starpoint Solutions, a Yoh Company, is a large staffing and recruitment agency focused on serving the technology, finance & operations, marketing and telecommunications industries. Founded in 1982 with the promise to help those looking to hire or be hired, Starpoint has grown to be one of the most trusted sources to find expert talent in the US. In their 36 years of operations, they have proven to be the best in what they do; offering project and staffing solutions, and career and job search services.

The Problem

Recruiting new generations of workforce candidates has changed over the years. Advancements in new technologies require that employers adapt quickly to keep up with competitors and to attract the best candidates. As a market leader, Starpoint Solutions looks for new innovations in technology to help them stay ahead of competitors.

A key change in the recruitment industry occurred when mobile devices started to be used to fill out job applications. With a reported 77% of adults and 92% of millennials owning smartphones in 2018, more and more unsuccessful attempts at filling out applications were experienced. This led to a decrease in the number of available candidates to fill particular jobs and increased the amount of time a recruiter took to find qualified applicants.

Starpoint Solutions struggled to find qualified candidates who would start an application and finish it. Starpoint's recruiters were spending a lot of time

sifting through countless unqualified or semi-qualified applications and it was draining their recruiters' valuable time.

The Solution

The answer to this problem came to Starpoint through their relationship with Fusion Recruiting Labs, Inc. (FusionRL). The company develops specialized job recruitment tools for human resource departments and staffing agencies looking to increase recruiter productivity and maximize their mobile recruitment strategy.

FusionRL developed Fusion Recruit - the only mobile-apply solution built with a company-branded, mobile-first user experience. It is an innovative technology that streamlines the application process and quickly delivers candidates to be considered for a company's open positions. The Fusion Recruit platform creates a candidate-first mobile experience that increases applicant volume and quality. The result is decreased cost per hire, reduced time to fill, and increased recruiter efficiency and happiness.

Here are some of the reasons why Fusion Recruit stands out above other mobile applications available to job seekers:

- The mobile-first design features large buttons and form fields that are easy to read and use

- Fusion Recruit helps to encourage candidates towards the goal of a completed application with a progress meter that updates with each completed question

- "Save my place" button increases completion rates by allowing users to return later to fill out incomplete sections

- A company's logo and brand colors can be skinned right onto the app's screen to ensure a consistent candidate experience

The Result

The best way for Starpoint Solutions to experience the impact of the Fusion Recruit tool was to enter into a pilot test, selecting 25 jobs with varying degrees of difficulty to fill. The jobs selected included an office administrator, a client billing specialist, marketing managers, data scientists, and varying levels of software engineers.

The test was conducted with 25 job postings over a six-week period and a total of 300 applications were completed. Previously, Starpoint's average job application completion rate for mobile candidates using their existing technology was below 5%, with Fusion Recruit, the completion rate increased to a whopping 39%.

When Starpoint analyzed the benefits of Fusion Recruit, one metric stood out above all others. Fusion Recruit's custom screening question feature reduced the number of unqualified applicants that recruiters had to screen by 64%.

- **500 job views**
- **300 applicants**
- **20% increase from mobile**
- **780% increased completion rate from mobile**
- **Screening knock-out questions eliminated the need to review 64% of the applications**
- **Fusion Recruit increased recruiter productivity by 3 times**

Saving time and money led to the decision for Starpoint to license the Fusion Recruit tool and integrate into their recruitment strategies.

FusionRL doubles down on their promise to deliver value over volume each time and they are dedicated to helping employers manage the candidate attraction process to fill open jobs while saving recruiters both time and money.