

Coast Care Converts Stalled Applicants and Increases Scheduled Interviews

How Rally Increased Recruitment ROI.

About Our Customer

Coast Care Partners provides in-home care and Care Management for San Diego seniors. Their mission: "Working as one, we extend our family of choice to San Diego County adults, empowering them to Age in Peace through in-home care."

Executive Summary

Coast Care Partners used an aging list of job applicants who had previously expressed interest but had stopped responding to emails and Rally brought them back in for an interview.

Connecting with past candidates is an excellent way to optimize recruitment and marketing spend and increase ROI.

Customer Challenges

It takes a great deal of money, time, and energy to manage the influx of applications required to fully staff a growing care management company.

Coast Care Partners must maintain a pipeline of qualified and carefully selected candidates and continue moving them through their pre-screening process in order to ensure only the best get introduced to their valued clients.

The challenge is they often have to source from multiple channels and the recruitment, application, and background requirements can take weeks. This results in many qualified applicants missing important steps along the way or taking easier to obtain jobs, requiring Coast Care Partners to continually market to new candidates to meet their staffing needs.

How Rally Helped

With Rally, the Coast Care Partners team is able to work through a list of past applicants who have gone "dark" and select a group of them to bring back into the process. The Rally team works with the recruitment team to craft and queue custom text messages tailored for each person based on where they were in the process.

The Rally Platform leverages artificial intelligence (AI) and a team of agents to assist with monitoring replies, answering questions, and scheduling interviews.

The Results

The results are a 30%+ improvement in the conversion of applicants with a significantly lower cost per hire. People appreciate getting a personalized message from a real person, rather than a templated email or generic text message, and they are much more likely to respond.

Taking a new approach to a common problem while repurposing a group of past applicants means Coast Care Partners can maximize their recruitment dollars.

Coast Care Partners continues to grow and expand and is one of the largest and most well-respected care management companies in San Diego County.

"Rally is doing what no one else does, and their partnership with us is developing into what may become our primary sustainable competitive advantage." - David Chong, Executive Director CCP