

How Home Helpers of California Increased Qualified Applicants by **5X** While Making Hiring Easier



“ I do our HR, onboarding, payroll, billing, marketing, assessments... you name it, I do it.”

— Jessica
HR & Operations Leader
Home Helpers of California



INDUSTRY
Home Care



FEATURED CUSTOMER
Jessica,
HR & Operations
Leader



PREVIOUS PLATFORM
CareerPlug



RESULTS
5X more applicants, higher-quality candidates, better interview attendance, less administrative work



THE CHALLENGE

Home Helpers of California had been using CareerPlug, but over time the hiring process became increasingly frustrating.



“We were getting any and all of everything. It wasn’t a good filter system.”



“The rate of no-call, no-shows were extremely high.”



“It would show all the duplicates. It didn’t filter them for me.”



WHY THEY SWITCHED

Jessica wasn’t looking for more features—she was looking for more time.

After switching to a new hiring solution, the difference was noticeable almost immediately. Applicants were stronger, communication became easier, and the entire process required far less effort.



THE RESULTS



5X More Applicants

For every one applicant we received through CareerPlug, we received approximately five through the new platform.



Better Candidates

Not only was the volume higher, but the quality of candidates was noticeably better as well.



Better Interview Attendance

More candidates showed up, giving the team more completed interviews and more opportunities to hire.



Less Administrative Work

Duplicate filtering, streamlined communication, and automation eliminated time-consuming tasks and simplified the process.

RESULTS AT A GLANCE

5X

More Applicants



Higher-Quality
Candidates



Better Interview
Attendance



Reduced
Administrative Work



More Time to Focus on
Caregivers and Clients

“ Looking back, Jessica doesn’t measure the switch by software features. She measures it by the time she got back, the quality of candidates now entering her hiring pipeline, and the confidence that her hiring process is finally working for her instead of against her.

“It was a really good change. It was a really good switch that we made and I’m glad we did.”



Better candidates. Faster hires. Less work.

Learn how the right hiring partner can make the difference.

Learn more at
businessdraft.com

