



HOMEWATCH CAREGIVERS CASE STUDY

Enhancing Efficiency and
Growth with Business Draft

Company Overview

Homewatch CareGivers is a leading provider of in-home care services. With a strong focus on personalized, compassionate care, they assist seniors and individuals with disabilities or chronic conditions to remain comfortable and safe in their own homes. This commitment to quality care hinges on hiring reliable, qualified caregivers who can fulfill their mission.



The Challenges

Homewatch CareGivers faced a critical hurdle: consistently attracting and hiring well-qualified caregivers to meet a growing demand for in-home care services. Previously, the team used CareerPlug as a recruiting platform but struggled with:

1. **Limited Applicant Flow:** Not enough candidates were coming in to keep up with their staffing needs.
2. **Quality of Hires:** The candidates they did receive often lacked the necessary qualifications or did not meet company standards.
3. **Scheduling Difficulties:** They were rarely in a position to schedule regular interviews, making it challenging to scale staffing effectively.

These challenges translated into missed opportunities to support more clients and put added pressure on the existing team.

The Solution: Business Draft

Seeking a more robust talent acquisition solution, Homewatch CareGivers made the switch to Business Draft. They found the transition seamless and quickly recognized several advantages:

- 1. Significant Increase in Applicant Volume:** Within the first month, their incoming applications jumped considerably, filling their pipeline with promising caregiver candidates.
- 2. Quality of Candidates:** The applicants coming through Business Draft better matched the qualifications and experience that Homewatch CareGivers required.
- 3. Daily Interviews:** For the first time, they had enough candidates to conduct interviews almost every day, a crucial shift from sporadic scheduling.
- 4. User-Friendly Platform:** The team noted that Business Draft's interface was intuitive and streamlined, making the hiring process straightforward and efficient.
- 5. Immediate Impact:** From day one, the platform delivered results quickly, reducing the risk of losing quality candidates to competitors due to slow processes.

Client Testimonial



"Our growing company has struggled in the past to obtain reliable, well qualified candidates to meet our needs. Business Draft has been a fantastic outlet. Our incoming applicant quantity has grown significantly in just a month. For the first time, we have interviews lined up almost daily! If you have any doubts or you're on the fence, don't be! You'll see results...quickly! We have yet to find a single issue. Business Draft is user-friendly, making site navigation a breeze."



Results and Benefits

1. Substantial Growth in Applicant Pool

Business Draft's targeted sourcing capabilities provided Homewatch CareGivers with a steady flow of qualified candidates. This surge in applicants allowed them to fill essential caregiver positions in a timely manner.

2. Higher Quality of Hires

Because applicants were more in line with job requirements, the interview-to-hire ratio improved, reducing both time-to-fill and turnover.

3. Streamlined Hiring Process

The intuitive platform enabled quick and efficient screenings, helping the management team schedule and track interviews effortlessly. As a result, they were able to focus on evaluating the best talent rather than dealing with administrative tasks.

4. Faster Time-to-Hire

Homewatch CareGivers started seeing immediate results, with interviews occurring daily. This rapid time-to-hire proved invaluable in an industry where caregiver demand often outstrips supply.



Conclusion

By switching to Business Draft, Homewatch CareGivers revolutionized their caregiver recruitment strategy. The platform's robust sourcing capabilities, combined with its user-friendly interface, allowed them to rapidly and consistently attract high-quality applicants. Almost overnight, they went from struggling to fill open positions to holding interviews nearly every day. In a sector where skilled, reliable caregivers are essential to providing top-tier care, Business Draft's solution proved indispensable to Homewatch CareGivers' continued growth and success.



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