

Rethink Your Fixed Ops People Strategy to Drive Profitability



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Learning Objectives

Upon completion of this workshop, you will be able to:

- 1) Identify which metrics to measure for recruiting, hiring and retention at your dealership
- 2) Analyze key human capital metrics to inform a strong human capital strategy
- 3) Build a framework for your dealership that enables all managers to make dealership improvements and add back to the bottom line using human capital insights
- 4) Determine measurable goals to hold HR and hiring managers accountable to continuously improving hiring

3 Sourcing Strategies to Drive Fixed Ops Applicants

A STRONG CAREER SITE

Career sites are much more efficient than other channels at sourcing qualified employees for your dealership, as job seekers who are excited to join your team will be eager to read through your career site and what your team has to offer, rather than simply clicking "apply" on a job board posting. In the retail automotive industry, **career sites are 7x more cost-effective than job boards.**

To encourage top talent to apply, your career site should include detailed information about the opportunity joining your team presents, such as a company overview, list of benefits, outlined career paths and employee testimonials. Also be sure your career site is easy to find on your dealership website homepage and is mobile-optimized, so prospective candidates can read through your open roles and apply directly via mobile.

AUTOMATED APPLICANT SOURCING

The average time it takes to post a single job board is 1.5 hours. Each post can also cost hundreds of dollars. And if you're like most dealerships, you frequently have job openings, meaning the cost and time spent on each job board adds up quickly. By enlisting the help of an automated sourcing tool, you can move away from transactional job board spending and have the entire process managed for you. Ultimately, this will save your team time and money, and help you attract more quality applicants.

Hireology's automated sourcing tool, Applicant Engine, manages recruitment advertising spend to deliver quality applicants and drive cost savings. Using Applicant Engine, you can reach the best candidates across hundreds of sources automatically, including national job boards, industry-specific job boards, organic search engine feeds, local classified ads, social media and other niche sources. Hireology customers who have tapped into Applicant Engine have seen a **30% reduction in job board costs.**

INSIGHT INTO SOURCING CHANNEL SUCCESS

Dealers know - in great detail - which lead sources are converting to car sales on a daily basis. This same level of attention and data-based decision making should be applied to the most critical component of a dealership - hiring quality people. With dealerships facing declining profit margins and competition from disruptive business models, it's more important than ever before to hire the best teams and turn employees into a source of competitive advantage.

With insight into how your sourcing channels are performing, you can answer the question, "What is my best source of applicants?" and get visibility into the total number of applicants, quality candidates and hires by source. Sourcing-related data further provides central visibility into sponsored job board performance, including total number of posts purchased, dollars spent, quality applicants sourced, and average cost per quality applicant.

Sources that deliver a high amount of poor applicants will only waste your team's time and recruitment budget. By maintaining a strong career site, automating your applicant sourcing and measuring the success of your sourcing channels, your dealership can improve the return-on-investment for your recruitment budget by vendor or channel, ensure quality hires are being made to drive profitability and ultimately save your team time so they can focus on revenue activities.