



CUSTOMER
SUCCESS STORY

Retail Giant Cuts Cost per First Shift by 45%, Sees 83% Increase in First Shifts Completed

Our customer stands as one of the largest independent convenience store operators in the United States, coupled with a significant presence as a leader in fuel retail. With a vast network spanning more than 14,200 stores across 26 countries worldwide, it is a prominent player, employing over 124,000 professionals.

Our customer's extensive operations cater to diverse consumer needs, providing convenience products and services, as well as fuel. Their commitment to quality, innovation, and customer service has solidified their position as a trusted provider.

The Challenge



This leading convenience store and fuel retail operator, faced significant challenges in its job advertising efforts. For one, it struggled to optimize the volume of applications and the cost per first shift for hiring store cleaners and store merchandisers. Balancing the need for hires with cost-efficiency posed difficulties, which impacted its ability to fill crucial roles promptly and effectively.

Additionally, the customer grappled with tracking the successful completion of first shifts by new hires. This tracking process was vital for evaluating recruitment effectiveness and onboarding processes but presented complexities in data collection and analysis.

Furthermore, managing the demand for retail workers during peak seasons proved challenging. Striking a balance between adequate staffing levels to meet customer demands and avoiding overstaffing during slower periods required proactive workforce management strategies.

These challenges underscored the need for a data-driven job advertising platform to optimize talent attraction processes, track performance metrics accurately, particularly during peak seasons.

The Joveo Solution



Thanks to **MOJO Pro**, our customer gained access to a comprehensive set of tools and strategies to address the challenges it faced. Leveraging advanced technology and data-driven methodologies, Joveo introduced innovative solutions tailored to optimize the recruitment process.

One key feature is automatic allocation of budget to high-quality sources at the right time and place. This intelligent allocation ensures that recruitment spending is optimized, focusing on channels that yield the best results in terms of candidate quality and cost-effectiveness.

Furthermore, the MOJO Pro enables full-funnel optimization, from click to first shift completed. By optimizing the entire recruitment funnel, Joveo helped the customer streamline the hiring process, improve candidate onboarding, and enhance overall recruitment outcomes.

The Joveo solution also supports peak hiring needs, in line with seasonal market dynamics. Whether during busy peak seasons or slower periods, Joveo's adaptive strategies ensure that our client can meet fluctuating demand for retail workers efficiently and effectively.

Moreover, Joveo incorporates job title expansions to boost reach and attract a wider pool of qualified candidates. By optimizing job titles and content, the solution enhances visibility and engagement, leading to better recruitment results.

Business Impact



45% reduction in cost per first shift, our customer's equivalent to cost per hire



42% increase in conversion from app downloads to first shifts accepted



83% increase in number of first shifts completed



About Joveo

As the global leader in AI-powered programmatic job advertising and candidate engagement, we are transforming talent sourcing and media buying for the world's largest and smartest employers, staffing businesses, RPOs, and recruitment marketing agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our AI-powered talent sourcing platform uses advanced data science and machine learning to dynamically manage and optimize candidate sourcing and applications across all online channels, while providing real-time insights at every step of the job seeker journey, from click to hire.

To learn more about Joveo's award-winning platform and services, visit www.joveo.com

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