

# WORK4 SUCCESS STORY



**P&S** TRANSPORTATION  
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**INDUSTRY:** Transportation  
**CLIENT SINCE:** April 2017  
**POSITIONS TO FILL:** Drivers  
**SOLUTION:** W4 Pipeline

## P&S Transportation improves its drivers recruitment by optimizing jobs reach and application costs

### CONTEXT

P&S Transportation is a logistics leader specialized in the flatbed segment. They operate in more than 14 locations across the U.S., with a fleet of over 1,000 trucks. For more than 13 years they have helped building materials, oil and natural gas, and steel industries to get safe and on time delivery while taking care of their drivers.

As every other transportation organization, driver recruitment is at the heart of their success.

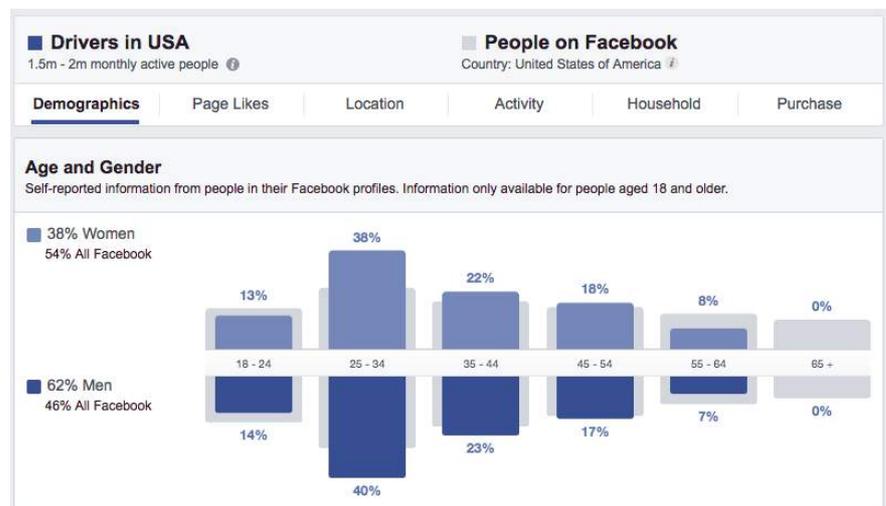
Getting high number of applicants was not the issue for P&S. Their main pain point was not finding enough qualified candidates in specific locations. Traditional application sources didn't give enough satisfaction in terms of geolocation and conversion from applicant to qualified applicant. A result of not getting enough qualified drivers, the company couldn't operate at its full potential.

P&S also had a challenge increasing the visibility of their core organizational values. **P&S Transportation has a unique approach in the transportation industry in taking care of drivers** which represents a great recruiting asset if this message is communicated to the right audience. They needed a way to get their opportunities in front of the right drivers and leverage their organizational culture.

P&S Transportation knew that Facebook was the biggest untapped resource to hire drivers.

In fact Facebook represents the biggest audience of drivers with more than 75% of them using the social network daily.

P&S turned to Work4 to implement its Facebook hiring strategy. In detail, it was to develop their career tabs on multiple Facebook pages and most important, to build the advertising strategy and applicant funnel for their open positions.

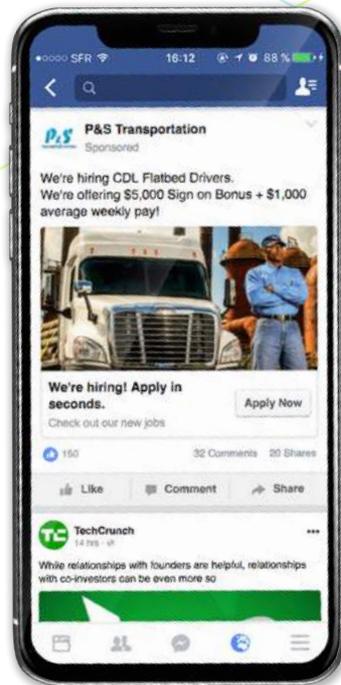
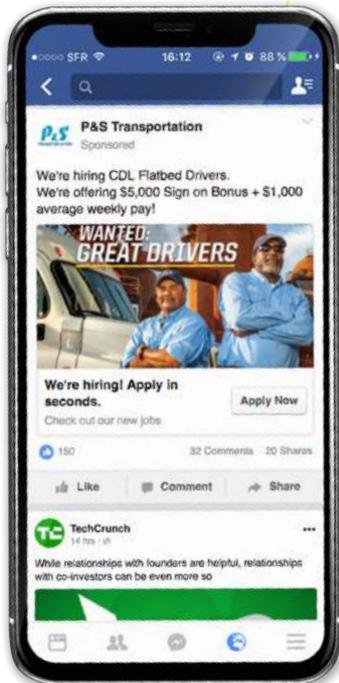


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### WHY THEY CAME TO WORK4

Work4 Technologies allows P&S Transportation to reach drivers that they can not find on any other recruiting platform. The W4 Pipeline technology is leveraging Facebook Ads audiences to optimize the cost per applicant and to pre-qualify drivers thanks to custom questions. P&S Transportation is also integrating advanced features like emails and text messaging to keep a close conversation with drivers. Today, P&S Transportation is provided guarantees from Work4 to have the optimal candidate funnel for drivers and to improve their employer branding visibility with fixed costs in place.



"Work4 brings candidates we would never have been in front of with our previous efforts"

- Sherri Sherman

### RESULTS

Work4 gave a great boost to the P&S Transportation recruitment strategy. The volume of qualified candidates has increased by **more than 100 drivers per month** so recruiters can spend more time talking with future hires rather than sorting through unqualified applicants. In terms of Ad performance, their conversion rate from apply start to apply finish is above 44% and their **cost per applicant is under \$18**.

The time to fill a position has also greatly improved thanks to W4's Pipeline integration with Tenstreet. By innovating in new sourcing channels and thanks to their great driver culture, P&S Transportation can be proud to have a turnover rate that is 60% less than the industry average.

When asked if she would recommend Work4, Sherri answers "**Absolutely, it's a great way to get the most out of Facebook without having to handle the daily postings and content.**"

"Work4 is in our Top 5 sources of candidates"

- Sherri Sherman