

NUCLEUS
RESEARCH

ROI: 475%
Payback: 2.4 Months

JOBSYNC

HEADWAY WORKFORCE SOLUTIONS

ANALYST

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THE BOTTOM LINE

Headway Workforce Solutions deployed Jobsync with Indeed to rectify issues caused by disconnectedness of its existing recruitment solutions, such as increased manual data entry and low applicant rates. By implementing JobSync, Headway was able to automate recruitment processes and leverage native apply functionality, leading to increased recruitment marketing productivity and a 4.93 percent increase in applicant rates for specific positions. The organization realized a 475 percent ROI and recovered its initial investment less than 3 months after deployment.

THE COMPANY

Headway Workforce Solutions is an American staffing and workforce management solutions organization with fewer than 200 employees. The agency offers consulting services for various workforce solutions, such as employer of record services, human capital management (HCM) solutions, and contingent workforce recruitment. Jobs advertised by Headway are in areas including research, professional, contact center, retail, and light industrial.

THE CHALLENGE

Headway was using its Taleo applicant tracking system (ATS) with Indeed to source applicants for its client's and partner's job postings. The existing system was insufficient in capturing candidate interest, as applications directed through the ATS were time consuming to fill out and submit on the applicant end- resulting in high applicant drop-off rates and few completed applications showing up in the ATS. Additionally, Indeed discontinued integration with Taleo, further hindering recruitment operations. The company continued to use both systems. However, the lack of integration led recruitment marketing staff to spend an average of 10 hours a week manually posting jobs and importing applicant data into the ATS.

Concurrently, Headway partnered with a firm that conducts government research studies to source candidates for field research positions. These positions were unable to be advertised on Indeed, as EEOC questions could not be built into the Indeed application and the postings no longer routed applicants to the company's ATS. This underscored the need for a solution that would connect the systems and provide a better candidate experience.

**Cost : Benefit
Ratio**

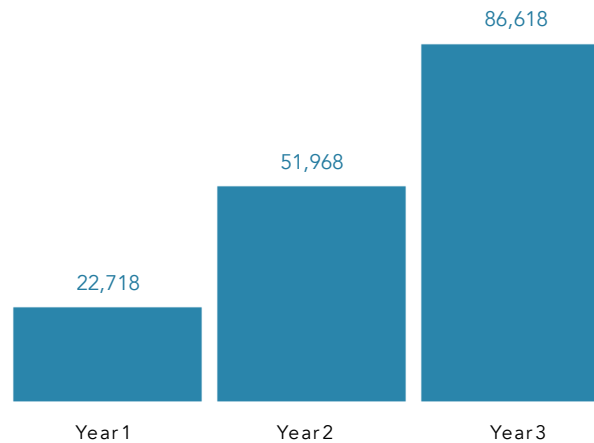
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THE STRATEGY

After determining the need to increase applicant rates and streamline recruiting processes, Headway searched for a solution. The company decided to implement Jobsync with Indeed, as the solutions support for Indeed and Taleo would allow managers to leverage it as a tool to reconnect the disparate systems. This enabled the company to keep existing infrastructure and avoid the costs of a new talent acquisition system.

Headway purchased two job feeds in late 2019, one for general openings and another for field research positions through the company's government research partner. Upon deployment, custom questions were able to be added to Indeed's one-click applications and facilitated a transformation to native apply functionality, which delivered a more complete overview of each applicant into the ATS. Instantly, field research positions that were previously unable to be posted to the Job Board could be accessed by a broader audience of jobseekers with EEOC questions included.

CUMULATIVE NET BENEFIT



KEY BENEFIT AREAS

Key benefit areas seen as a result of the JobSync deployment include increased manager productivity and increased applicant rate for field research positions through its partner organization.

- Increased applicant rate. Previously, Headway was unable to capture any applicants for its partner's field research positions due to Indeed's inability to support EEOC questions through its one-click applications. Implementing JobSync allowed these and other custom questions to be added to applications to enable native apply functionality and increased the volume of applicants for field research positions by 4.93 percent and reduced cost per applicant (CPA) by 53 percent. By leveraging native applications, organizations are able to capture more candidate interest while delivering a more complete application to the employer, as opposed to one-click applications that are limited to contact information and a pre-uploaded resume.

- **Increased Productivity.** Using its previous system for recruitment, Headway recruitment marketing staff spent an average of 10 hours per week completing manual tasks such as posting jobs and importing application data into Taleo. By leveraging Jobsync, these processes were completely automated, allowing administrative time to be reallocated to other value-add tasks, such as posting on other job boards.

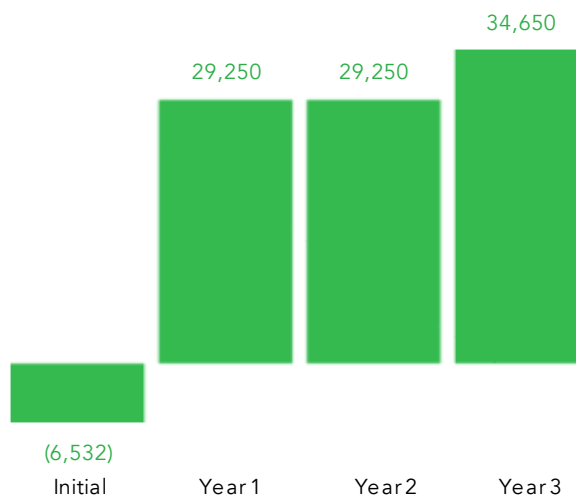
KEY COST AREAS

The largest cost area of the Jobsync implementation is the one-time implementation fee and subsequent monthly fees to maintain the two job feeds. Additional cost areas include administrator time spent learning how to use the new system.

LESSONS LEARNED

Organizations often have difficulty making a business case for recruitment software, as the costs seemingly outweigh the benefits. With a solution such as JobSync that does not require costly deployments or IT maintenance, quantifiable benefits are made more apparent. JobSync's integration with both Taleo and Indeed allowed the organization to bridge a gap between existing recruitment infrastructure rather than start over with a new system.

NET CASH FLOWS



CALCULATING THE ROI

Nucleus Research analyzed the costs of software, hardware, personnel, professional services, and user training over a three-year period to quantify Headway Workforce Solution's total investment in JobSync technology. Indirect benefits quantified include administrative time savings from automated recruitment processes. Benefits not quantified include increased applicant rate and reduction in CPA.

FINANCIAL ANALYSIS

Headway Workforce Solutions

Annual ROI: 475%

Payback period: 0.2 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	0	0	0
Indirect	0	34,650	34,650	34,650
Total per period	0	34,650	34,650	34,650

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - DEPRECIATION	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	5,400	5,400	5,400	0
Hardware	0	0	0	0
Consulting	999	0	0	0
Personnel	0	0	0	0
Training	133	0	0	0
Other	0	0	0	0
Total per period	6,532	5,400	5,400	0

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(6,532)	29,250	29,250	34,650
Net cash flow after taxes	(3,593)	16,088	16,088	19,058
Annual ROI - direct and indirect benefits				475%
Annual ROI - direct benefits only				-55%
Net Present Value (NPV)				41,050
Payback period				0.2 years
Average Annual Cost of Ownership				5,777
3-Year IRR				447%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.