



Bill Moseley

Regional Recruiter

“I would encourage any franchise owner to take a look at CareerPlug because it’s a tool you can use to find good people. Within the first 6 weeks of using CareerPlug, I was able to make 18 hires across 24 stores.”

Big O Tires



Case Study

Company Overview

- Bill Moseley has been a Regional Recruiter for Big O Tires franchisee, Chris Monteverde, for 5 years. Before that, he spent 15 years working for Big O Tires corporate.
- He oversees recruiting for 24 Big O Tires stores in Northern California and Texas.
- Before CareerPlug, Moseley was using various job boards and Craigslist to post his jobs.

Their Challenge

- Moseley’s Big O Tires territory requires recruiting for over 100 positions a year in a wide variety of roles including tire technicians, service advisors, store personnel, office staff, call center staff, and more.
- Moseley faced a challenge in finding better-qualified applicants for his various roles. He wanted to ensure he was making the right hires for Big O Tires – not just the available hires.
- Moseley needed a way to quickly create and manage multiple high-quality job postings that would attract the right candidates to his open positions.

Our Solution

- CareerPlug allows Moseley to create custom job descriptions and **save them as templates for all future job postings**. He can now quickly and easily post future jobs with just a few clicks and **manage multiple job postings at once**.
- With CareerPlug, Moseley is able to **pre-qualify candidates more effectively**, which allows him to focus his valuable time and efforts on higher-quality candidates.
- **CareerPlug provides useful data for each job posting**, which Moseley can use to determine whether he should make adjustments to optimize his job descriptions so they attract the right applicants.
- Within the first 6 weeks of using CareerPlug, Big O Tires was able to make **18 hires**.

