



Joe Cox

Owner & General Manager

“85% of our staff has been sourced through CareerPlug.

CareerPlug has saved us significant amounts of time & money with their efficient platform.”

Handyman Connection



Case Study

Company Overview

- Founded in 1991, Handyman Connection is a home repair company operating throughout North America. The company has grown rapidly since its inception and now has over 60 franchises.
- These franchisees rely on having skilled craftsmen on their team to serve their customers.
- In the past, their recruiting efforts relied on online classified advertisements, while each franchisee used their own process for recruiting qualified craftsmen.

Their Challenge

- As a quickly growing franchise, Handyman Connection franchisees had many open positions to fill. Their franchisees were not attracting enough qualified applicants to meet their needs, and some were turning away business as a result—which was a loss of income each time.
- Without a uniform process to engage and recruit qualified craftsmen, they were failing to tap into an important talent pool.
- Handyman Connection needed to develop a consistent process for their franchisees to attract, evaluate, and retain enough qualified craftsmen to meet the needs of their growing organization.

Our Solution

- CareerPlug’s applicant tracking system has helped to standardize the recruiting process for Handyman Connection through an easy-to-use, customizable workflow. **Handyman Connection has seen 1-year turnover reductions of almost 75% and 1-year applicant increases of nearly 50%.**
- Franchisees like the custom assessments offered that evaluate the skillset of a potential hire testing their knowledge of skilled trades including plumbing, electrical wiring, and carpentry.
- Our clients enjoy the ease of job board posting with job syndication, paperless onboarding, and have been delighted by the automation and email templates which have saved significant time.



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