



## Kara Gobel

### Franchise Owner

“My business has grown significantly as a result of using CareerPlug. Since using their hiring software, I have been able to grow my team from 7 to 10 employees which has in turn grown my business.”

# Molly Maid

## Case Study



### Company Overview

- Kara Gobel is a Molly Maid franchisee serving areas around Indianapolis. She has been with the brand for 15 years.
- Her franchise prides themselves on making a difference in their customers' lives by providing high-quality home cleaning services from a name you can trust.
- Molly Maid as a brand has been cleaning homes for over 30 years. Before CareerPlug, Kara used a combination of recruiting platforms to try to find qualified applicants.

### Their Challenge

- Kara was constantly receiving unqualified applicants through her previous methods. In her business she needs to hire people with a driver's license.
- She also targets Spanish speakers, she wanted a platform that would make it easy for Spanish speakers to apply. Her previous platform wasn't friendly for Spanish speakers and would turn off applicants.
- Finally, Kara also needed a better way of communicating with her candidates. Using phone calls as the only method to speak to candidates was proving unsuccessful as many candidates could not answer the phone if they were working another job.

### Our Solution

- CareerPlug worked with Kara and other Molly Maid franchisees to fill their needs to receive more quality applicants and better hires. We quickly implemented our applicant tracking system which provided tools like prescreen questions, Spanish translation, and email templates.
- For Kara, this means that she can now weed out bad applicants before having to go through resumes or contacting applicants. The most useful feature for Kara is being able to refresh job posts. This helps put her jobs at the top of job boards to give her the highest probability of landing candidates.
- Thanks to CareerPlug, **Kara has been able to build her small team of 7 to 10 and grow her business.**

