



Ashley Parsons
Franchise Owner

“CareerPlug has helped us identify the right people for the job allowing us to be “picky,” increased our hiring rate, and lowered our short term turnover rate.”

ServiceMaster Clean



Case Study

Company Overview

- ServiceMaster Clean, which is a part of ServiceMaster brands, has provided professional cleaning services to both homes and businesses for over 50 years.
- The company, which has been in business since 1947, has hundreds of locations both in and out of the U.S. Prior to CareerPlug, franchisees used a variety of hiring software.
- Parsons herself did not use any type of hiring software at her location before using CareerPlug. She and her hiring manager Craig Rupert primarily used some job boards and Craigslist ads and kept track of applicants with spreadsheets.

Their Challenge

- Parsons and Rupert needed a solution that would reduce costs, find them more of the right applicants, and better organize their hiring workflow. She and her hiring manager were spending a ton of money on job postings to promote their openings.
- Many times, Parsons and Rupert would receive many wrong applicants or have frequent dry spells with no applicants. Different spreadsheets made it difficult to properly monitor talent they attracted.
- Parsons and Rupert also didn't have the right tools to evaluate applicants. They struggled with retention and needed a better process to evaluate applicants.

Our Solution

- CareerPlug worked with ServiceMaster Clean to provide all of their franchisees with hiring software to streamline their processes. With CareerPlug, Parsons and Rupert eliminated their need to post to multiple job boards and could post to all major job boards with one-click.
- CareerPlug's one-click job posting feature has **reduced Parsons' job posting cost by over 800% and increased her applicant flow by 400%**.
- With CareerPlug's evaluation tools, Parsons and Rupert have made better hires, leading to a **6x increase in retention**. Parsons and Rupert also love the onboarding part of the software which allows their new hires to complete all of their paperwork online.

