



Gabby Hoing
Co-Founder and CEO

“CareerPlug is just so easy to use and it’s just so user friendly. It’s got a great platform and a great workflow for us.”

Kore Cares

Case Study

Company Overview

- Gabby Hoing is the Co-Founder and CEO of Kore Cares, a home care agency serving the Sioux Falls area of South Dakota since 2015.
- Her primary goal is to provide exceptional care and support to clients as well as focus on her team of caregivers to make sure they’re prepared and well equipped for the job.
- Before CareerPlug, Hoing used a combination of job boards, “Help Wanted” signs, and a more basic ATS system for her hiring efforts.

Their Challenge

- Hoing needs a qualified team of caregivers to keep up with the demand for home care in Sioux Falls. She faced a challenge of receiving many of the same unqualified applicants from the job board she was posting to, and struggled to get the right people in the door.
- Hoing was spending too much of her time on recruiting. She was manually updating job postings and conducting other administrative tasks, making it difficult to run her business effectively.
- With substantial staffing challenges, Hoing needed to streamline her entire hiring process to attract the right candidates and increase applicant volume.

Our Solution

- CareerPlug’s applicant tracking system has helped make the recruiting process faster and more efficient for Kore Cares through our easy-to-use platform with plenty of workflow tools.
- Hoing is now able to automatically post her jobs to several job boards and keep track of all of her applicants. This is one of the most helpful features for her hiring process, as she can now identify and weed out any duplicates.
- With the help of CareerPlug, Hoing has been able to save about \$3,000 on recruiting and make **13 new hires for her business.**