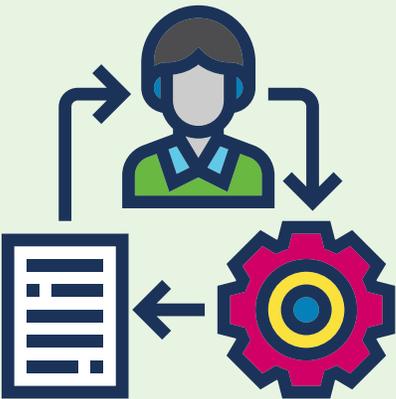




# Establishing End-to-End Hiring Practices through Digitized Methods

*A case study by TEAM Software*

## ABBCO Service Corporation uses an Applicant Tracking System and Onboarding Software to Modernize Processes and Improve Applicant (and Future Employee) Experiences



**ABBCO Service Corporation uses Kwantek, TEAM Software's applicant tracking system (ATS) and onboarding software solution, to digitize manual processes, reduce their rate of lost applicants and improve onboarding experiences for new hires.**

**W**hen St. Louis, Missouri-based building service contractor, ABBCO Service Corporation, saw a need to begin shifting manual, paper processes to digital methods, they began with aspects of their financial, operations, and workforce management systems. They tackled these first priorities by using WinTeam, TEAM Software's cloud-based holistic software solution built specifically for building service contractors specializing in facility maintenance and janitorial services, like ABBCO. Quickly, their plan for process improvements expanded to include their recruiting practices through Kwantek, TEAM Software's applicant tracking system (ATS) and onboarding software solution. When Alison Richards, ABBCO's human resource and safety director, joined the company in spring 2017, ABBCO had already implemented Kwantek, but had only delved into job posting functionalities focused on recruitment. Richards recognized an opportunity to improve a number of other hiring and onboarding processes to create more efficiencies for ABBCO, while simultaneously improving their prospective applicant and new employees' hiring experiences.

As an ATS, Kwantek acts as a single source platform that can post a job (or job advertisement) to multiple sources, including high-traffic pay-for-performance recruitment advertising networks, as well as free job boards and social media sites. As interested candidates apply, their applications flow directly back to Kwantek where applicants from multiple job boards can be managed in one place. This integrated, seamless and digital shift was an exciting change for ABBCO, who previously had done a lot of this work manually.

“We could not have continued on in a paper and pencil way,” Richars said. “Kwantek has helped set us up for future growth. Not only is our process more efficient, it is simply a lot easier.”

From a recruiting standpoint, ABBCO rarely needs to post jobs anywhere other than through the Kwantek system, as it generates the applicants they need. And from an onboarding and continual human resources standpoint, it makes managing their staff, which always hovers between 650 to 700 employees, much more efficient.

ABBCO didn’t want to just make the process easier — they wanted to use Kwantek as a tool to capture as much data on prospective job applicants as possible. Once implemented, Kwantek helped lessen the rate of lost prospects in ABBCO’s hiring funnel, starting with the application phase. Now, ABBCO can capture prospective job candidate information — even if they never finished filling out an application. This is an important metric, as the rate of lost applicants continues to increase. In fact, according to a [2019 Benchmark Report by Appcast](#), approximately 7% of those

applying through a desktop station complete a job application through completion, with just under 5% of mobile applications being finished through completion; a trend the report denotes is consistent over the course of recent years. These lost applications can be attributed to a number of things, from technical difficulties, to dissatisfaction with the way an application is setup. Regardless, ABBCO viewed this as critical information lost.



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“The fact of the matter is, individuals are called away from a job application for a variety of reasons, and often it has nothing to do with their qualifications or viability to perform that job well,” Richars said. “We didn’t want to lose out on great candidates that fit our specified listing simply because their application session ended. [TEAM’s] Kwantek enables us to leverage what information we do know about those job seekers and push them forward through our hiring process.”

ABBCO captures this data from job candidates through Kwantek's Prospects feature. This functionality captures the basic application and candidate information requested through quick-apply job boards like Indeed, Facebook and Zip Recruiter. Even if the candidate doesn't bother to fill out ABBCO's entire application, there is a record and point of contact to resume the hiring process, if desired. Kwantek recognized this as a value-added data need for their customers and added functionality

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to be able to hire someone who has partially completed an application in addition to applicants who have completed the application process from start to finish.

“One of the great things we've experienced with Kwantek is their ability to troubleshoot problems or improvements that we need,” Richars said. “We hire from our prospect pool enough that we didn't want to lose

any data visibility over those candidates. We needed our applicant tracking system to accommodate hiring a prospect, instead of our team having to revert to manual processes.”

Kwantek created a functionality that allows ABBCO's prospects to retroactively finish their lost application, allowing a continuous, uninterrupted stream of recruitment data.

Digitizing hiring efforts also adds value to the prospect or applicant. Though corporate headquarters are in St. Louis, ABBCO's job sites spread across the Midwest and Southeastern United States. Richars identified barriers potential job candidates were presented with when using a more manual hiring process. If an applicant needed to fill out an application in person, it would require a trip to headquarters, then subsequent visits for each step of the hiring process — from interviews to processing; uniform and equipment pickup. By lessening this access barrier on potential job candidates through digitized processes, Richars estimates that ABBCO has seen at an increase of at least 20% of job candidates being retained throughout the hiring process who otherwise would have abandoned the process earlier on. This has also driven other changes, including potential or new hires meeting with managers directly at their future jobsite, a tactic that often allows new hires to be better prepared for their first day of work.

As a side effect of digital processes, ABBCO has also experienced shortened turnaround time of required, mandatory documentation from newly hired employees. Previous processes often required managers in the field to handle direct report paperwork and

funnel it to the back office upon receipt. This process was cumbersome, with managers having to track document status manually, and as most manager's worked from a remote (job site) office, paperwork often had to wait until their next office visit. Now that all employee information is sent and stored digitally, employees have the capabilities to complete paperwork on their own time and return with a click of a button from a mobile device, eliminating any extra liability of sensitive employee files sitting in transit. This time savings, in some cases, shortened a months' long process to a matter of days.

ABBCO is also able to customize the hiring process to fit a given situation or location. For example, a full-time employee based outside of ABBCO's St. Louis job sites requires different hiring and onboarding paperwork than a part-time employee in the same area, and both are different than a full-time or part-time employee who may be a union member. Within Kwantek, ABBCO has created different categorical documentation packets to fit their employee needs.

"Between the capabilities of Kwantek and their staff, we feel like this was a huge investment-gone-right," Richards said. "They're experts in our fields and make the changes on their end to best serve what we need in our industry. I'd recommend this product to any building service contractor."

#### **About ABBCO**

ABBCO Service Corporation is a family-owned building service contracting company founded in 1955. Specializing in facility maintenance and janitorial services, ABBCO is headquartered in St. Louis, Missouri and serves commercial properties, industrial/manufacturing plants, distribution warehouses, medical and educational institutions. ABBCO has third-generation management and operates with the same family values and dedication to their customers as they did at their founding, providing services to over 30 million square feet per day across the Midwest and Southeast United States through a network of over 700 employees. For more information, visit [abbcoserv.com](http://abbcoserv.com). ▶

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## TEAM Software

TEAM Software develops market-leading financial, operations and workforce management solutions for contractors with distributed workforces, with a focus on the cleaning and security industries in North America, Australia and the U.K. and Ireland. TEAM's fully integrated, holistic technology reduces risk and costs and drives efficiency, profitability and growth. Founded in 1989, TEAM is headquartered in Omaha, Nebraska, U.S.A. For more information, visit [teamsoftware.com](http://teamsoftware.com).

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