



## Case Study: Amarr Garage Doors Automates Recruiting With On-Demand Solution

May 3, 2005

Written by Small Business Pipeline Editorial Staff

Mike Avillion, a field recruiter with Amarr Garage Doors, a garage door manufacturer based in Winston, North Carolina, used to spend 20 percent of his work day just going through the stack of faxed-in resumes that would be sitting on his desk every morning. Seven months ago, Avillion went looking for a better way to do things. His firm decided to look for a system where they could source resumes more efficiently, and do keyword searches, rankings of resumes, and other things electronically rather than manually. They were also looking for something that would be easy to use, and which wouldn't require the installation of complicated software or additional hardware.

Today, Avillion uses an on-demand recruiting service that delivers recruiting management functionality as a service over the Web. Called **Taleo Business Edition**, and specifically designed for small businesses, the service costs \$99 per user per month and automates the process of recruiting for Avillion. "I just come in, and log on, and can in 20 minutes do what used to take me hours," said Avillion.

The **Taleo Business Edition** technology comes from Recruitforce.com, which was acquired by Taleo earlier this month. Other customers of the service include Long's Drugs, WebEx, and Sheraton Hotels and Resorts.

For each new job requisition, **Taleo Business Edition** walks Amarr job candidates through the application process. Although the actual form is on the Taleo system, the interface is indistinguishable from Amarr's own careers Website. Job applicants are prompted to enter their resumes electronically, and can be given a list of custom questions to answer. Avillion can then search on resumes based on keywords, rank resumes based on the answers to the specially configured questions, and otherwise sort through potential candidates much more quickly. "If, for example, a candidate is ranked lower than 60 percent according to the questions we've asked, I don't even look at the resume, I just push a button, and the system takes care of sending a letter," said Avillion. If he chooses to pursue a candidate, the system helps him track where he is in the recruiting process, from the initial telephone interview, through additional interviews, to final decision. "I can see their status at a glance by clicking a button," he said. "It helps me track exactly where I am each step of the way." Given that Avillion can have dozens of open positions that he is recruiting for, this latter feature is a real boon, he said.

One of the key features of the system is its ease of use, said Avillion. Without having to do any coding, or contact a customer service rep, Avillion is able to configure the system to meet the needs of each new job requisition. Included with the service are 17 standard

reports, like time-to-hire and cost-per-hire, and users can also configure other reports on the fly.

Users can sign up for a free 30-day trial of **Taleo Business Edition** at [www.recruitforce.com](http://www.recruitforce.com) <<http://www.recruitforce.com/>>.