

Bartlett Roofing Streamlines Recruitment Costs with pandolQ

Bartlett Roofing provides full-service roofing and restoration solutions for residential and commercial property owners across multiple states including Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming. What started out as a small family-owned framing operation has grown into a dedicated crew of approximately 200 specialists. Bartlett's mission is to continue growing and offering industry-leading service and support to a larger customer base.



THE PROBLEM:

Bartlett's recruitment structure, comprising of two recruiters and one HR administrator, proved inefficient and costly. Over the years, Bartlett worked with a few different job sites in an effort to generate leads and drive candidate traffic, but results were limited and the number of unqualified candidates were high. Bartlett was also in dire need of better systems for making key data-driven campaign decisions. Their CPA and average monthly spend were ballooning to unsustainable levels and job advertising performance failed to match rising costs. Additionally, their in-house team was feeling frustrated by an inability to properly leverage diagnostic and reporting tools because the data often seemed inaccurate and confusing.

With a small, centralized team overseeing multiple locations, Bartlett urgently sought a change, prioritizing modernization, automation, cost efficiency, and transparency. PandoLogic emerged as the solution, offering accurate data-driven insights, reduced advertising expenses, and centralized control over campaigns for multiple locations.



THE SOLUTION:

As soon as their partnership began, PandoLogic made an effort to understand Bartlett's end-to-end recruitment and hiring challenges and friction points, and immediately went to work with actionable solutions.

Consolidating Bartlett's largely manual operations management with PandoLogic's AI-fueled, programmatic solution was a game changer. Bartlett was previously spending \$70-90 per application on a single job board, posing a significant financial burden on the team. By using PandoLogic, Bartlett was able to anticipate their volume of applicants per month, and set a new limit of \$45 per application in an effort to keep costs down. The results from leveraging PandoLogic's data-driven algorithms to optimize ad spend and placement were even better than Bartlett had anticipated: they have been able to consistently keep their cost per application below \$26.

RESULTS AT A GLANCE

 **PandoLogic applicants:**
88% of hired candidates

 **CPA:**
79% decrease

 **Monthly ad spend:**
66% decrease

Bartlett's recruiters were also blown away by how easy it was to use the pandoIQ dashboard— complete with everything from data analytics to reporting tools and candidate tracking— giving them flexibility to manage campaigns and quickly make adjustments when necessary. According to Miller, "Great reporting makes it easy to see where our money is being spent and makes it easy to explain what we are doing... Data accuracy is key too. This allows us to focus on our day-to-day tasks that are vital to growing our company."

Working in tandem with Pandologic and leveraging the AI-driven recruitment technology now available to them has helped Bartlett's team optimize their talent acquisition efforts and achieve new levels of success.

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The PIQ dashboard, reporting, and bi-weekly meetings have armed us with great insight and visibility into our campaigns. [The PandoLogic] team is very knowledgeable and always ready to help us out—trying new strategies, offering insight on trends in the market and making themselves available to answer emails or hop on a call.

Austin Miller,
Recruiter at Bartlett

