Palmer Group Case Study

🕐 **MARCH 24, 2021**   📄 **ASHLEY BOWLIN**   💬 **NO COMMENTS**

Welcome back! You probably have some questions about our Recruitment Software. Live chat?

With Tracker's workflow customizations, analytics, and ease of use, Palmer Group increases user adoption and improves recruitment processes.

The Company

Palmer Group was founded in 1998 to change Iowa's employment landscape by becoming the state's premier employment agency. Their office has grown from a few talented individuals to more than 70 dedicated employment experts.

With clients ranging from small to large with a variety of needs in all industries, Palmer Group continuously recruits and qualifies candidates from entry to executive levels, offering temporary and contract staffing, direct placement and outplacement services.

The Challenge

Palmer Group was having difficulties staying current with technology using their homegrown recruitment software. The system they had, though custom built, did not offer the customized reporting and analytics that they need to truly understand their business.

Further, recruiters were limited in how they could search for candidates in their old system. They couldn't search external job boards from within their ATS and even their internal searching function was not as robust as Tracker's semantic and boolean search function.
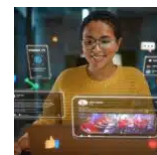
The Solution

Tracker was able to improve the recruitment processes, analytics, and workflows for Palmer Group, giving them the ability to transform their business.

How We Helped

#1: Custom Report Building — Palmer Group gained great visibility on their business — when they partnered with Tracker. Our custom report building tool comes built natively in the system at no extra charge. Now, the team at Palmer Group is able to create custom reports, share those reports internally on dynamic dashboards, as well as schedule reports to be emailed to leadership on a recurring schedule.

> *"Reporting has been an upgrade between being able to share reports on dashboards and with users, scheduled reports, the amount of information logged and being able to pull from Tracker over time."*

#2: Candidate Searching — Palmer Group has enjoyed a huge improvement when it comes to searching for candidates, especially with the ability to search external job boards without even leaving the Tracker system.

#3: Dedicated Support Team — With Tracker's dedicated support and success partnership, Palmer Group has increased usability of their ATS as well as confidence and

satisfaction with their processes.

> *"Morgan and her team are so responsive, helpful and easy to work with."*

#4: Ease of Use — Tracker is much more visual than their previous homegrown system, and that has helped gain a lot of user interest as well as enhanced training. Additionally, with Tracker consistently adding new feature, and taking feedback from users (and actually implementing that feedback) to customize workflows and systems, users are empowered and delighted.

#5: Improved Workflow — Palmer Group's recruitment workflow is much smoother now that all users are getting accustomed to the new processes and the system. Recruiters are able to set alerts which help a lot with internal communication during the recruitment process between Account Executives and the Recruiting team. Additionally, the "To Do List" with assigned tasks has helped keep everyone on track and organized, and it's getting even better with the ability to @mention users in those individual tasks.

The Results

> *"[A] huge part of management perspective has been improved with reporting and understanding what has been going on with each division"*

With Tracker, Palmer Group is able to get actionable, real-time insight into their business, as well as accurately track recruiter activity and KPIs with linked tasks and activities. Those features also help users stay organized and get more done, helping overall workflow at all levels of the organization.

About Tracker

Tracker is a leading recruitment and applicant tracking software designed for staffing agencies of all sizes. Our industry-leading support, onboarding and technology will improve both your recruitment speed, process and quality. With over 20 years of experience, our ATS System is built with you, the staffing professional, in mind.

See Why Our Platform is Built Better.

Check out how our integrated ATS, CRM and Recruitment Automation Software helps your team create better relationships, processes, and more.

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2035 Lakeside Centre Way Ste 200 Knoxville, TN 37922

📞 619.483.4082

✉ contact@tracker-rms.com

UK & Europe

Heywood House Business Centre Park Lane, Westbury, BA13 4NA

📞 08451 262 300

✉ contact@tracker-rms.com