

# SiteOne creates trust and boosts applications by 55%



## THE CHALLENGE

- Hiring about 2,000 people per year, SiteOne faces stiff competition for specialized talent.
- Always in short supply, CDL drivers are one of SiteOne's most difficult to fill roles.
- SiteOne's team needed ways to connect with potential candidates while retaining existing employees and further developing their skills.

## THE RESULTS

By partnering with iCIMS, SiteOne overhauled its career site, introduced employee-generated videos and built strong talent pipelines.

**55%**

Increase in completed applications

**52%**

Candidate response rate

**5 min**

Average candidate response time

**"iCIMS has been the catalyst for change in our recruitment strategies. Our success with iCIMS continues to unfold, promising growth, and we are excited to see where it leads us."**

Michele Posehn,  
Senior Manager of Diversity  
and Early Talent Initiatives  
SiteOne

### Reaching candidates (and employees) through video

Employee-generated videos help create personal connections with candidates and foster career growth and retention.

"Video Studio has been a game-changer for our career pathing program. It allows us to showcase the diverse career journeys within our organization and inspires our employees to explore new opportunities," says Posehn.

