



## Time Warner Cable Fills Revenue-Generating Jobs in Half the Time

### Challenge:

Quickly source hard-to-find sales and IT talent to support growing operations.

### Solution:

Jobfox's precision matching and exceptional pool of employed professionals speed hiring of even the most hard-to-fill positions.

### Result:

High-speed hiring of hard-to-fill sales positions accelerates revenue capture while recruiters slash resume review time by 50%.

### Jobfox: The Solution for Hard-to-Fill Positions

Not just anyone can sell door to door; it takes a certain personality and skill. But for those with a knack for it, Time Warner Cable compensates well – enabling many sales reps to make more than six figures annually.

For Chris Drakeford, a recruiter for Time Warner Cable, Jobfox was the answer to filling these sales positions and others.

"Reps are literally ringing door bells. They have to have thick skin, be aggressive and take rejection well, and that's been the hardest," Drakeford said. "Jobfox helps us fill those hardest-to-fill positions, people who work door-to-door selling cable, Internet and digital phone products."

Jobfox also helps Time Warner Cable tap into a larger pool of qualified information technology candidates, those who truly know the latest digital technology.

"Jobfox has a way of matching us with candidates we couldn't find through other sites," Drakeford said.

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### Increasing Recruiter Productivity with Jobfox

Using traditional job boards and resume databases, Time Warner Cable's team of more than 10 recruiters grew frustrated after repeatedly reviewing the same unqualified resumes. The recruiting team needed a better way to connect with their desired candidates: employed professionals with skills and interests clearly matching those defined in the job descriptions.

After a Jobfox luncheon and demo, Drakeford described for her colleagues how it works, comparing it to Match.com. Through a pilot of Jobfox, the team learned firsthand just how effective that model is for recruiting. They quickly found closer matches, cutting hours and hours of resume review time.

Recruiters at Time Warner Cable understand that investing time up front in clearly defined job requirements will result in better matches. Drakeford highlights the most important criteria at the top, such as "door-to-door," helping eliminate those not interested.

Recruiters appreciate the ease of reviewing candidate matches. Candidates are presented in match rank order, starting with the highest match at the top of the page. After a quick scan of the candidates, recruiters can quickly click

### At A Glance...



- **Location:** New York, NY
- **Industry:** Telecommunications
- **Employees:** 46,000 employees
- **Jobfox customer since:** 2008

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through to the candidate’s resume and job profile for additional information.

Drakeford and her assistant have cut the time spent pre-qualifying candidates in half, from 12 hours per week down to 6. Unlike traditional job boards, more than 60 percent of Jobfox’s candidates move to the next level of consideration.

“Before, I would come in very early and work straight through,” she said. “Now I get 15-20 really targeted candidates in my inbox every day, so it’s much faster to sort through them.”

### ***Dipping into a Higher Quality Pool***

For Drakeford, the higher quality of the candidates on Jobfox makes the greatest difference. Most Jobfox candidates are currently employed, yet interested in learning about new career opportunities.

“Unemployed job seekers are usually sending their resumes everywhere and would say they were interested in the job just to have a job,” she said. “Jobfox captures candidates that are working and not aggressively looking, so we can identify those with experience and an interest in door-to-door sales. We have been amazed at how well Jobfox matches us with qualified people.”

### ***Lowering Costs, Increasing Revenue***

With Jobfox, Time Warner Cable is both reducing recruiting costs and accelerating revenues. The recruiting team has eliminated the need to advertise hard-to-fill positions on multiple traditional job boards. In turn, Jobfox has paid for itself several times by reducing recruiting advertising

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expenses. Most significantly, Drakeford fills positions in about three months now, compared to six months previously.

“We absolutely find candidates and fill those direct-sales positions faster,” she said. “That means three months of sales revenue that we would not have otherwise.”

Within just a couple of months after beginning a relationship with Jobfox, the team had filled three positions and extended offers to three others. Drakeford’s hiring managers bring in three to four candidates at a time for interviews, giving them more strong candidates to choose from.

“I find it fascinating that Jobfox is able to find these highly qualified employed candidates that were very hard for me to reach previously,” she added.

### ***About Time Warner Cable***

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located mainly in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. As of March 31, 2008, Time Warner Cable served approximately 14.7 million customers who subscribed to one or more of its video, high-speed data and voice services, representing approximately 33.0 million revenue generating units.

### ***About Jobfox***

Jobfox is the inspiration of Rob McGovern, one of the nation’s foremost career experts. As the founder and former Chairman and CEO of CareerBuilder.com, McGovern and a core team of former CareerBuilder developers are the brains behind Jobfox. Leading companies such as GEICO, UPS and Equifax use Jobfox to intelligently match, score and rank passive candidates, dramatically reducing time to hire, saving recruiting costs and improving the quality of new hires.



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