



Case Study: Diversify Sourcing to Reduce Recruiting Spend

LANDSCAPES BY
TERRA



Landscaping



250 employees
3 locations

“ We're getting really high quality referrals from our employees. And we're retaining those new hires because existing employees only recommend people who they *know* will work out.

Heather Odenweller, Marketing & Recruiting Manager

Landscapes By Terra needed higher quality workers

Heather was spending a lot of time and money looking for candidates on Indeed, and getting low quality hires in return. With the entire process occurring across several platforms and being tracked manually on a spreadsheet, there was no way to organize or prioritize the hiring pipeline.

Using Team Engine, they found new & untapped talent pools

Landscapes By Terra saw an **83% increase in employee referrals** when they started using Team Engine's automated refer-by-text tool, which drove a **35% improvement in employee retention**. Meanwhile on other channels, as the volume of applicants increased, Heather leaned on Team Engine's smart filters and intelligent hiring assistant to automate the screening process and get back to applicants as fast as possible..

Now they're spending less & keeping employees longer

Heather says that Team Engine's applicant & employee texting has helped create a deeper connection between office and field staff, and the landscaping crews feel more appreciated and recognized because of it. "If you show that you care and you want to grow with them," Heather says, "that's what keeps that retention number going up."



63%

Decrease in Job
Board Spend