

Case Study: DHL

Analysis of Job Board Performance

Profile

DHL is a \$33 billion logistics and freight-forwarding company with over 171,000 employees worldwide. The majority of their recruitment needs focus on their express delivery service where there are ongoing needs for delivery drivers, warehouse, and customer service.

Challenge

Analysis of DHL's current job board contracts was needed to determine how job boards were being used by recruiters throughout the country. Based on analysis, recommendations would be given to improve usage and results or enhance current contracts.

Solution

CKR Interactive's Interactive Team collected data from all of the job boards under contract to begin the ROI analysis. By analyzing the data on each site and looking at how each recruiter was utilizing the contracts, specific patterns were identified. Information was compiled for DHL to show what specific cities and job functions did the best on each site based on two criteria: views and conversions to applications.

Results

CKR Interactive delivered a comprehensive report to DHL detailing which sites were performing best for them. CKR Interactive also developed a separate report with recommendations on how to revamp the current distribution of the contracts (overall spend per site), as well as how to redistribute the components of the contracts for better utilization and cost reduction. This second report demonstrated how the company could save approximately 40% on one job board alone, while increasing the components to reach broader markets such as college and diversity audiences. We recommended a significant change to all three contracts resulting in a savings of over \$200,000 annually for DHL.

