BRENDAN CONTRACTING CASE STUDY

Brendan Robinson Contracting's Transformation with Pro Hire AI

Industry: Construction **Location:** Muskoka, Ontario
Product: Pro Hire AI

BRENDAN ROBINSON CONTRACTING LTD

Brendan Robinson Contracting, a recognized player in the construction sector, sought to revolutionize its recruitment process and enhance its digital marketing efforts. By integrating Pro Hire AI, a powerful AI-driven platform from Contractor Ai, the company aimed to efficiently manage high volumes of applicants and improve its advertising strategies. Additionally, the team undertook the management and execution of creative ad campaigns on Facebook, designed to attract a high-quality applicant pool. This case study delves into the challenges faced, solutions implemented, key metrics, and results achieved through these innovative strategies.

BOOK A CALL HERE

OBJECTIVES

- Automate the recruitment process to handle high volumes of applicants efficiently.
- Minimize the time commitment required from the owner, Brendon Robinson, in the hiring and marketing processes.
- Gain access to a broader network of qualified subcontractors.
- Overcome the technology adoption barrier and streamline onboarding processes.
- Enhance recruitment marketing through targeted Facebook ad campaigns.

CHALLENGES

- High volume of applications leading to extensive administrative work.
- Limited time for the owner to deeply engage in both hiring and marketing efforts.
- Initial reluctance towards adopting new technologies within the traditional construction industry.

SOLUTION IMPLEMENTED

- **Pro Hire AI Integration:** Deployment of Pro Hire AI to automate interviewing, screening, and booking of applicants.
- **Automated Screening and Interviewing:** Implementation of AI-driven tools for initial applicant assessments to streamline the candidate selection process.

- **Onboarding Process Automation:** Development of an automated onboarding process to efficiently integrate new hires and subcontractors into ongoing projects.
- **Facebook Advertising:** Creation and management of targeted ad campaigns on Facebook to attract qualified candidates, handled by our digital marketing team.

KEY METRICS AND KPIS TO MEASURE SUCCESS:

Time Savings

- 225 hours saved per month through automation of recruitment processes.of $4,129.

Cost Per Hire

- $499.76 per hire, significantly The market average in Canada, according to a report by the Society for Human Resource Management (SHRM), is $4,129,

Hiring Volume

- 90 applicants processed per month.

●	Ad- 101	$25.00 Daily	Jan 11, 2024, 8:56... 102 days ago	7-day click or 1...	60 ☺ On-Facebook Leads	28,508	115,610	$15.69 Per On-Facebook Lea...	$941.10	Ongoing
●	ad- 102	$25.00 Daily	Jan 11, 2024, 8:56... 102 days ago	7-day click or 1...	33 ☺ On-Facebook Leads	22,086	71,651	$16.91 Per On-Facebook Lea...	$558.18	Ongoing

Applicant Conversion Rate

- 3.3% conversion rate from applicant to hire.

Employee Onboarding Efficiency

- 28 hours saved per new hire through automated onboarding.

Technology Adoption Rate

- Measured through user engagement metrics and feedback scores.

Marketing Reach and Engagement

- Performance metrics of Facebook campaigns including reach, click-through rates, and conversion rates.

BOOK A CALL HERE

RESULTS ACHIEVED:

> ### Increased Efficiency

- Pro Hire AI processed a high volume of applicants, leading to three new hires and several others in line for positions, all managed with minimal time input from Brendon.

> ### Cost-Effectiveness

- Each new hire was brought on board at a cost of $499.76, demonstrating significant cost-efficiency in the recruitment process.

> ### Expanded Workforce

- The automated system not only streamlined hiring but also facilitated access to a larger pool of subcontractors, enhancing project capacity and flexibility.

> ### Marketing Success

- The Facebook ad campaigns successfully attracted high-quality applicants, contributing to the increased applicant pool and heightened brand visibility.

> ### Technology Mastery

- Brendon overcame his initial technology apprehension, fully embracing the automated tools and digital marketing strategies which led to substantial time savings and operational improvements.
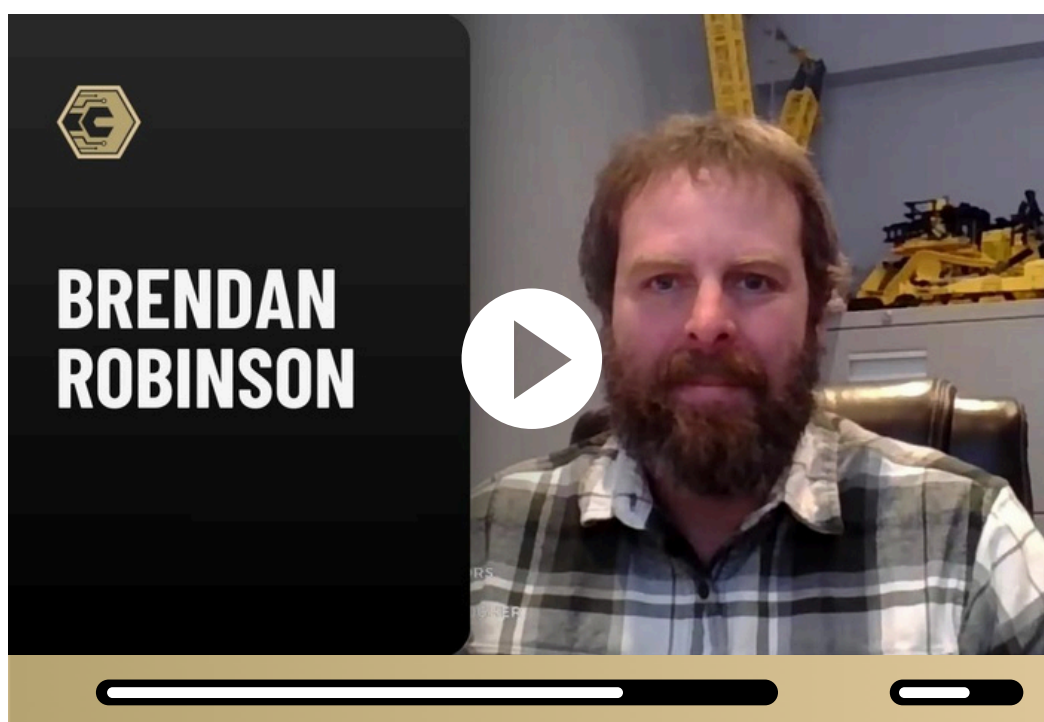
BOOK A CALL HERE

CONCLUSION

Brendon Robinson Contracting's adoption of Pro Hire AI and strategic Facebook advertising transformed their recruitment and marketing processes, yielding significant efficiency gains, cost savings, and an enhanced ability to scale operations rapidly. This case study exemplifies how construction companies can leverage advanced AI solutions and digital marketing to address traditional industry challenges effectively.

## SEE WHAT BRENDAN HAS TO SAY ABOUT US

BOOK A CALL HERE

LESSONS LEARNED

- **Tailoring Technology Solutions:** Customizing technology solutions to meet specific business needs is crucial for successful adoption and maximum benefit.
- **Importance of Integrated Marketing:** Effective integration of digital marketing with recruitment strategies

- can significantly enhance the reach and efficiency of hiring processes.
- **Providing Adequate Training and Support:** Facilitates smoother transitions and higher acceptance rates among traditional industry personnel.
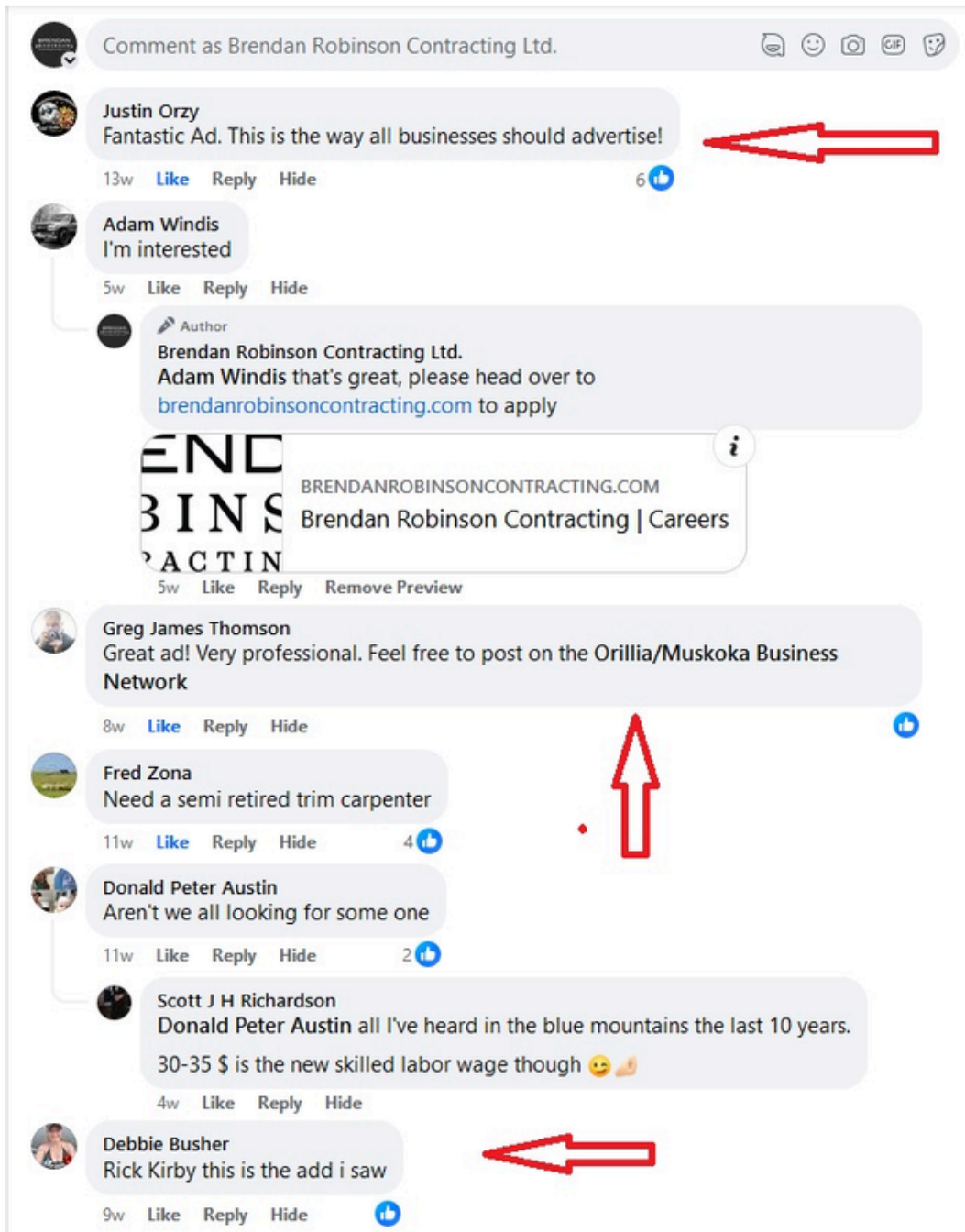
All comments ▾

Comment as Brendan Robinson Contracting Ltd.   😀 ☺ 📷 GIF 🙂

William Scott
If your looking for help or sub send me a message
10w   Like   Reply   Hide   Edited

Cody MacCharles   ⋯
If you wanna sub work out I got guys
14w   Like   Reply   Hide

Trent Topping
Not exactly full time help however if you find yourself looking for outside assistance
with fabricating stairs or timber details Accents Of Muskoka is local and has wicked
craftsmanship.
6d   **Like**   Reply   **Send message**   Hide   👍

Martina Dube
Martin Dube
3w   Like   Reply   Hide

Shawn Desjardins
Zachary Robins
1w   Like   Reply   Hide

David Laird
Feel free to call me my red seal carpenter I build schools for 10 years for the union
and I've also on my own company for 15 years do a lot of Roofing Soffit facia saving
framing feel free to call me at anytime. My phone number is 416-817-5046.
14w   Like   Reply   Hide

Fern Naomi Lonsdale-Lambert
Can you make this shareable?
18w   Like   Reply   Hide

John Smith
Where are u located? I'm interested
4w   Like   Reply   Hide

🖊 Author
Brendan Robinson Contracting Ltd.
Hi John, we are located in Muskoka Lakes, most of our work is within 20

BOOK A CALL HERE