



## **ABOUT OFFICETROOPS**

We are an HR technology company. Through our HR advisory services and custom technology, we help HR leaders explore, design, and execute innovative, 'fit for purpose' HR solutions. We empower HR to become the transformative leader in their businesses so that employees deliver better outcomes.

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# *OfficeTroops*

## **CASE STUDY**

**Talent Pipeline  
Development of Financial  
Advisors for a large  
Insurance Advisory.**



**"The OfficeTroops platform has significantly improved our hiring performance metrics. We're getting better qualified and more committed candidates through their platform and couldn't be happier."**

**— Alvin Nathan, C Suite Executive**

## THE GOAL

- **Build a talent pipeline** of nurtured and engaged degreed graduates as financial advisors.
- The available talent **pool needs aggressive marketing** to inform them about this career option.
- **Improve candidate conversion.** Only 1% to 3% of applicants convert.
- **Build a strong employer brand** reputation while mitigating negative reviews on public sites.

## THE SOLUTION

- Launched a white label website with tailored career pages and content.
- Consulted on strategy to mitigate Glassdoor reviews.
- Drove the development of a robust talent pipeline.
- Improved conversion ratio 10X by building a more engaging application process through the use of video plus shorter application process.



## THE RESULTS

10%

10% of applicants now convert instead of 1%

40%

40% of candidates record video profile

10X

10X strong talent pipeline in the first 3 months.

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CASE STUDY