



## Case Study

**Industry:** Leisure  
**Employees:** 2,266  
**Sales:** \$274.8 million  
**Locations:** Indianapolis, IN  
Ridgedale, MO  
Wilmington, NC  
Boca Raton, FL  
Pigeon Forge, TN

---

### Client Challenges

- Improve hiring cycle time
- Creating an online recruiting presence
- Measuring and Managing campaign results

---

### TruStar Solutions Response

- Implemented online posting and sourcing capabilities to provide key metric results
- Hiring cycle time consistently 20-30 days.
- Single point of contact for quick response and account maintenance

---

**TruStar Solutions**

[www.trustarsolutions.com](http://www.trustarsolutions.com)

**888-547-4472 P**  
**317-813-0501 F**

Bluegreen Corporation (NYSE: [BXG](#)) provides financing to land and time-share buyers. Their call center operations, located in Indianapolis, IN, is the backbone of the organization charged with servicing the time-share resort owners with customer support issues.

Bluegreen recognized the importance of the newly opened Indianapolis call center and has always focused on implementing key strategic initiatives since the day it began operations. Two recent targets for specific investment included the recruiting and staffing functions of the call center.

Bottom line, Bluegreen wanted the best operations staff possible. In their business, first impressions are often the only impression they get when speaking to owners who are making reservations for the first time. However, employee turnover in the call center space is very high, so recruiting and retaining quality candidates who would remain dedicated for the long term was critical.

Instead of going with the old staffing standby's - newspaper ads, chamber of commerce meetings and local job fairs to fill their openings - Bluegreen called on TruStar Solutions to supply them with a web based recruiting strategy. Because of the aggressive staffing time line for the new Indianapolis call center, hiring cycle time was obviously a main concern. TruStar Solutions, recognizing Bluegreen's concerns, proposed using HireYield, an On-Demand Recruiting Service with a proven track record of having a low cost-per-hire and an improved hiring cycle time.

With HireYield, Bluegreen was able to source the databases and post jobs to several career sites such as Monster.com, CallCenterCareers.com and Careerbuilder.com. With HireYield's technological capabilities, they were then able to measure results to determine which sites were generating the most qualified candidates. Also, by refining the search criteria, HireYield was able to "learn" which resumes best matched the job opening and rank them accordingly, thus saving valuable research time and resources for Bluegreen's HR manager.

Today, many call centers simply use their human resources department to do whatever possible to make a hire in a timely fashion. In comparison, Bluegreen is now able to be more competitive with HireYield which does the administrative work so HR can concentrate on performing more critical tasks, like interviewing and hiring.

*Let TruStar Solutions help you solve your recruiting challenges with creative and revolutionary solutions.*