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CareerSite Corporation

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### Case Study Title Bankers e-Recruit Effort Boosts SiteTraffic by 328%

**The Players** The American Bankers Association (ABA) signed a marketing agreement with CareerSite.com Corporation. The ABA represents all categories of banking institutions on issues of national importance for financial institutions and their customers. CareerSite.com Corporation is a leading e-recruitment application service provider currently powering over 60 sites and offering affiliates everything they need to build, grow, and maintain a successful career center.

**The Bottom Line** To provide a complete e-recruitment solution to the financial industry and increase site traffic, ABA leaders signed an agreement with CareerSite.com. Within two weeks, the ABA Job Resume Bank at www.aba.careersite.com was deployed. In addition to comprehensive information on the financial industry and e-recruitment tools with confidentiality features, customers received free access to a huge marketplace including over 200,000 candidates, 20,000 employers and some of the best job sites available. In a six month period, employer registrations increased by over 85% and total candidate sign-ups rose by over 135%. In one year, the ABA exceeded their goals with a 328% increase in new site visitors.

**List Key Technologies** CareerSite managed the entire process of creating and running the new ABA site using their own 4th generation software and infrastructure. This included the CareerSite Recruiter(TM) and SmartMatch(R) software tools.

**How It Happened** The ABA chose CareerSite's solution because it fit their specific business needs and budget constraints.

By choosing CareerSite for their e-recruitment solution needs, the ABA saved thousands of dollars in set-up and maintenance fees and was able to offer their visitors more substantial benefits. CareerSite's solution included free cross posting to the top free job sites while other companies were charging anywhere from \$20.00 to \$500.00-plus for this service.

Instead of using a large, cumbersome affiliate, the ABA received the attention they deserved. CareerSite offered an adjustable solution that was affordable and specific to the ABA's goal of providing a complete e-recruitment service for the financial industry.

CareerSite provided a site in two weeks along with the extensive experience needed in running an online recruitment resource. The ABA did not have to deal with the hassles, extra time or money involved in hiring a consultant to create a site in-house or managing their own e-recruitment resource.

CareerSite instantly linked the ABA to an expansive career network and complete e-recruitment solution that would not have been available through a stand-alone site.

### Why Site Traffic Increased

CareerSite created a complete e-recruitment solution for ABA powered by The CareerSite Recruiter(TM), a Web-based tool that combines applicant-



Name:

Address:

City:

State/Province:

Zip/Postal Code:

Offer Details:

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tracking functionality with unlimited cross posting to the best, high-traffic free and fee-based job sites. The new site provided both employers and job seekers in the financial industry with beneficial e-recruitment services at no charge.

The ABA CareerSite Recruiter(TM) offered employers a free, convenient, and easy way to take advantage of the Internet for recruiting purposes. This software easily streamlined and managed all aspects of the ABA e-recruitment process and seamlessly connected users with the ABA CareerSite and the best, high-traffic, free job sites. Additional features provided at no cost included: searching, job posting, response message, preferences and service capabilities. Cross-posting to fee-based sites, auto-post services, and company profiles were also available for an additional fee.

The ABA CareerSite provided job seekers with necessary career management tools. Using a private profile with secure password protection, candidates could market themselves anonymously to employers while maintaining complete control over who received their resumes. Other, easy job search tools included: automatic e-mail notification of job matches based on registered preferences, online resume storage in PDF format, cover letter submissions, access to customer service, and the ability to search and apply for jobs. In addition, visitors received the unique SmartMatch(R) knowledge-based system that looks for precise job matches using thesaurus-type word meanings and concepts rather than simple, vague, key words.

These features increased customer satisfaction and return visits to the ABA Web site. Site traffic numbers and content value have surpassed the ABA's original goals, and both ABA staff members and customers are pleased with the offerings. ABA will now move on to the next step and begin setting prices for their e-recruitment services in order to generate new revenue and marketing opportunities.