

**HiringSolved**

**CASE STUDY**

**LOWE'S HIRES OVER 70,000  
NEW ASSOCIATES IN 90 DAYS  
WITH HIRINGSOLVED**





When Lowe's started working with HiringSolved, Lowe's was aiming to hire over 60,000 seasonal associates in just 90 days. Lowe's wanted to keep their existing applicant tracking system (ATS) and asked HiringSolved to unlock candidates that were already being tracked or had applied in the past. HiringSolved worked with Lowe's to vastly exceed expectations by helping them hire over 70,000 associates and addressing Lowe's three crucial talent acquisition challenges.

## CHALLENGE: APPLICANT OVERLOAD

Lowe's existing ATS was housing over 4 million candidate applications and was growing larger every day. This meant that it has scaled well, but searching for both new and existing talent could be somewhat error-prone and slow due to the large size of the dataset. Unfortunately, this meant that the strongest candidates could be missed due to the time and effort needed to sort through inappropriate resumes generated by each search.

## SOLUTION: REDUCING APPLICANT OVERLOAD

HiringSolved's AI and advanced search functionality helped Lowe's quickly identify over 750,000 qualified candidates from within Lowe's existing ATS with minimal manual refinement. Candidates with specific

### SEARCH CHALLENGES

- ATS had 4.2 million applicants
- Searching for talent was time-consuming
- Manual sorting meant strong candidates were missed

### HIRINGSOLVED RESULTS

- Unlocked 750,000 qualified candidates
- Prioritized candidates who worked at competitors
- Each candidate emailed with an invitation to apply

skills matching Lowe's open positions and those with current or former positions at regional competitors were automatically prioritized. Candidates were then identified and automatically contacted via email marketing campaigns without human intervention.

## CHALLENGE: SCALING CANDIDATE ENGAGEMENT

Developing a useful recruiting strategy required an understanding of the internal talent pool and how it compared to the global talent pool. Lowe's knew that the only way to meet their hiring objectives was to source talent from past applications at a high volume. This couldn't be a manual process - it required automatically assembled candidate lists curated by an advanced artificial intelligence (AI) solution that returned precise results identifying the best available talent.

## SOLUTION: AUTOMATICALLY SCALED CANDIDATE ENGAGEMENT

750,000 leads sourced through HiringSolved's AI received marketing emails, with over half of all recipients engaging with the message and nearly one-third of all recipients applying for a position.

### ENGAGEMENT CHALLENGES

- Understand the existing talent pool
- Source from past applicants
- Needed volume meant needing accurate automation

### HIRINGSOLVED RESULTS

- Messages sent to 750,000 HiringSolved identified leads
- 425,000 recipients (57%) opened the message
- 274,932 leads (37%) completed an application

## CHALLENGE: MEETING THE HIRING GOALS

The Lowe's team had a goal to hire 60,000 seasonal associates in just 90 days. Not only did they need to add 35 new employees to each of over 1,700 stores in a single quarter, but they needed to hire 20,000 of those associates in a single day, a "National Day of Hiring" event held across the United States.

The challenge didn't stop there. The team was prioritizing hiring associates from each store's regional competitors and needed to put huge emphasis behind talented individuals with specific skills and experience.

## SOLUTION: SURPASS HIRING GOALS

HiringSolved helped Lowe's hire over 27,000 new hires in a single day's hiring event, beating Lowe's goal by 36%, and exceeding the previous year's results by 37%. Campaigns run over the 90 days post-event resulted in over 71,000 total new hires for the season, exceeding the seasonal goal by 18% and beating the previous year's results by over 54%.

### HIRING GOALS

- Hire 20,000 seasonal associates in a single day
- Hire an additional 40,000 associates in 90 days
- Prioritize hiring talent with specific skills from regional competitors

### HIRINGSOLVED RESULTS

- 27,402 new hires in a single day
- 71,624 new hires in 90 days

## **HIRINGSOLVED EXCEEDED LOWE'S HIRING EXPECTATIONS**

HiringSolved is designed to address the challenges that Lowe's saw. An intelligent search engine returns top talent from existing applicants in any ATS. Results are filtered by the searcher's exact requirements, and the most qualified individuals are presented at the top of the results. Lowe's used HiringSolved to yield huge talent gains from the applicants they'd already invested in sourcing.

### **SUMMARY**

HiringSolved is built by recruiters who know what it's like to be faced with seemingly insurmountable talent search challenges. Lowe's was able to surpass their goals by re-engaging with the talent that they already had in their ATS. This growth was made possible by HiringSolved and led to a greatly increased response rate, a positive candidate experience for over 71,000 new hires, and an optimized recruiting strategy that scales for the future.