

QualiTemps® Case Study

# FINDING TALENT IN A TIGHT LABOR MARKET

If you have asked yourself lately, “where did all the talent go?” you are not alone! According to our 2023 HR Trends survey, attracting talent is the #1 HR Challenge for the second year in a row. Businesses across Wisconsin are feeling the recruitment pain and searching for ways to stand out from their talent competition. One way to stand out amongst the crowd of hiring businesses is ensuring your pay is market competitive.

## Challenge

A Madison, WI area manufacturer was recruiting for a Warehouse Associate for a first shift opening and was having difficulties finding talent. Through a partnership with QTI, a Recruiter met with the hiring manager to learn about the opening, including responsibilities, required skills, background, and pay. With close to 100 employers in the Madison market recruiting for Warehouse\* talent combined with the multiple Warehouse openings QTI was already recruiting for, the Recruiter understood that pay would play a vital role for candidates when selecting their next job.

**Employee Size:** 50-100

**Industry:**  
Manufacturing

**Challenge:** Recruitment difficulties due to tight labor market.



# Results

Through a multi-source approach, including QTI's vast database, sourcing, and job boards, QTI started the recruitment process. In just seven days, QTI received over 50 applications for this position -- over 5x more received than similar roles.

Why did this job posting elicit such an outstanding response? The key difference was this job offered a competitive pay rate, which was highlighted in the job posting.

In the end, QTI connected this manufacturer to an exceptional Warehouse Associate in just seven days.



## PRO TIP

According to a recent CareerBuilder survey, candidates are 13 times more likely to apply to a job posting when pay information is included. Additional details that job seekers value when reviewing job opportunities include specific job responsibilities and information on the company's core values.

## Increase Your Applicant Pool By Ensuring Your Pay Is Market Competitive



Warehouse Associate job WITH COMPETITIVE pay rate.



Warehouse Associate job WITHOUT COMPETITIVE pay rate.

### About The QTI Group

The QTI Group, headquartered in Madison, WI, is a privately owned human resources (HR) organization providing staffing solutions, professional and executive recruiting, and HR consulting services to businesses and organizations. Our key services help businesses reach their full potential through people. The QTI Group has been an active member of the business community since 1957. With a rich history of growth, innovation, and community engagement, QTI has five offices in Wisconsin. [Contact us](#) to learn more.

