

A HEARTY RECRUITING SOLUTION FOR HANDMADE REAL FOODS



You might not know the Handmade Real Foods name — most of their products are privately labeled — but you definitely know their enticing ready-to-eat entrees. For more than 25 years, they have been stocking your neighborhood grocery stores and big box retailers with fresh soups, salads, sushi, traditional American and ethnic entrees and much more. In the last couple of years, they were added to the Arlon investment group portfolio and expansion has been massive with two new facilities and increased distribution nationwide.

A solution for today and tomorrow

When Manny Parada, Human Capital Manager at Handmade Real Foods, joined the company he was tasked with sustaining quality, innovation and creativity in the team throughout the expansion. The search for top talent and the right recruitment solution required that same care and hand-picked approach.

He began his search for a hiring solution with the leader in search, Google, and found SmartRecruiters. Because of his strong background in implementing systems in previous organizations, he was extremely diligent about the requirements for a hiring solution that would scale with the company.

“I tried out SmartRecruiters and found the interface and the free features all very attractive to me,” Manny said. The singular workspace design and sourcing integration were big pluses for him. “I have no need for other recruiting sources. It is perfect for a one man team. Well, it’s not just me anymore. It’s me and SmartRecruiters now.”

From Free to Pro

The evaluation of SmartRecruiters was short lasting.

“I loved SmartRecruiters so much that I didn’t test any other offerings in the market.” The free model was a great way to make his next hire, and evaluate whether it was the right solution for the entire company.



AT A GLANCE

Industry:

Travel & Hospitality

Location:

Los Angeles, CA

Customer since:

April 2013

Favorite Feature:

Sourcing Analytics

Why SmartRecruiters:

- Easily scalable with the growth of their company
- \$100,000 projected sourcing savings
- Smarter insights into hiring across all jobs

The Pro offering lets him fully manage all facets of recruiting. There was never a question that this former systems-implementer wanted the full suite of robust features at his fingertips.

"It is exactly what we need for now and the future. I benchmarked other systems and couldn't get what I was used to or what SmartRecruiters offered. It was a no brainer to go with Pro," Manny added.

Since the upgrade he gets the added advantage of so much more control and full visibility across all of his hiring efforts. He particularly enjoys the email templates to streamline the process and get to the next step with candidates more efficiently.

Manny is also all about the personal touches, like that the Pro plan comes with a dedicated hiring success manager. While he thoroughly enjoys the in-depth applicant flow reports, it is equally important that the intel is coupled with an interface that is beautiful and easy for candidates to navigate. In other not-so-smart systems, he has seen quality leads drop out of the funnel because of too many windows or over-complicated interfaces.

\$100,000 projected savings with smarter sourcing

The SmartRecruiters hiring platform allows Manny to share significant hiring savings with the executive team. The newly added investment group has long been using headhunters but that 30% fee is steep. Now, Manny can make and share smarter recruiting decisions resulting in deep savings. He has stopped dedicating resources to certain sourcing channels after analytics proved it was ineffective. Right off the bat, Manny successfully hired a quality production assistant for a fraction of the cost using SmartRecruiters. When you couple quality sought-after candidates with a more affordable approach it makes for a smarter solution.

The projection for this calendar year has Handmade Real Foods saving \$100,000 on sourcing with the help of SmartRecruiters from last year's total spend on recruitment.

"I can post to every job board just using SmartRecruiters - a true one-stop shop!"

"I keep up on all of the other offerings in the market and I am definitely satisfied and staying with SmartRecruiters."

Manny Parada

Human Capital Manager at
Handmade Real Foods

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