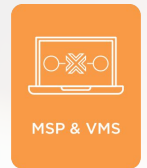


Eastridge & Enjoy

Accelerating Recruiting,
Growth, and Scalability



2019

312 hires in four months
52 cities, three countries
91% retention

2020

691 hires in six months
59 cities, two countries
89% retention

2021

735 hires in six months
70 cities, two countries
88% retention

Introduction

Enjoy Technology changes how people use and purchase products. Credited with inventing the mobile retail store, Enjoy focuses on helping users purchase and set up technology.

Through their partnerships, Enjoy lets consumers purchase products which are hand delivered and set up by an Enjoy expert, providing on-demand service at nearly any location.

Challenge

In order to prepare for long-term international expansion and rapid growth across the United States, Enjoy needed scalable, systematic recruitment processes to efficiently hire technology experts in multiple markets. They also wanted to lean down their high-volume recruiting efforts to reallocate time and money toward other mission-critical initiatives.

Three-Year Challenges

- **2018 & 2019:** Support for headquarter expansion, growth across the U.S. and U.K., and launch in Canada.
- **2020:** Collaborative navigation for hiring at a moment's notice, continuing throughout the pandemic, and support for continued U.S. and headquarter expansion.
- **2021:** MSP, payrolling, professional, and RPO program continuation and growth within the field.

Solution

Enjoy had previously partnered with Eastridge to solve their professional recruiting, volume recruiting, and payrolling needs. Leveraging this success, Enjoy implemented Eastridge's recruitment process outsourcing (RPO), allowing Eastridge to serve as an extension of their internal talent acquisition team.

From sourcing and screening to full-cycle recruiting, Eastridge's RPO solutions are driven by real-time reporting in order to make quick and data-driven decisions. With visibility into Enjoy's operations through accurate metrics and key performance indicators, Eastridge is able to measure success and provide a roadmap of effective hiring ramps and scaling efforts.

Eastridge's RPO

Eastridge's RPO solution streamlines client recruitment processes, improves quality of hires, and enhances the candidate experience. Acting as strategic partners, Eastridge takes ownership of the entire recruitment process to provide comprehensive hiring management.

Eastridge provided a dedicated

professional recruitment team, focused on filling

specialized openings at Enjoy's

headquarters.

Through candidate pipeline tracking and consistency, Eastridge

successfully filled

five \$100,000+

salariated positions

within 60 days.

These custom RPO solutions are tailored to each client's distinctive business needs, strategy, geographical challenges, specific talent requirements, and unique company culture, ensuring an efficient recruitment process with guaranteed results.

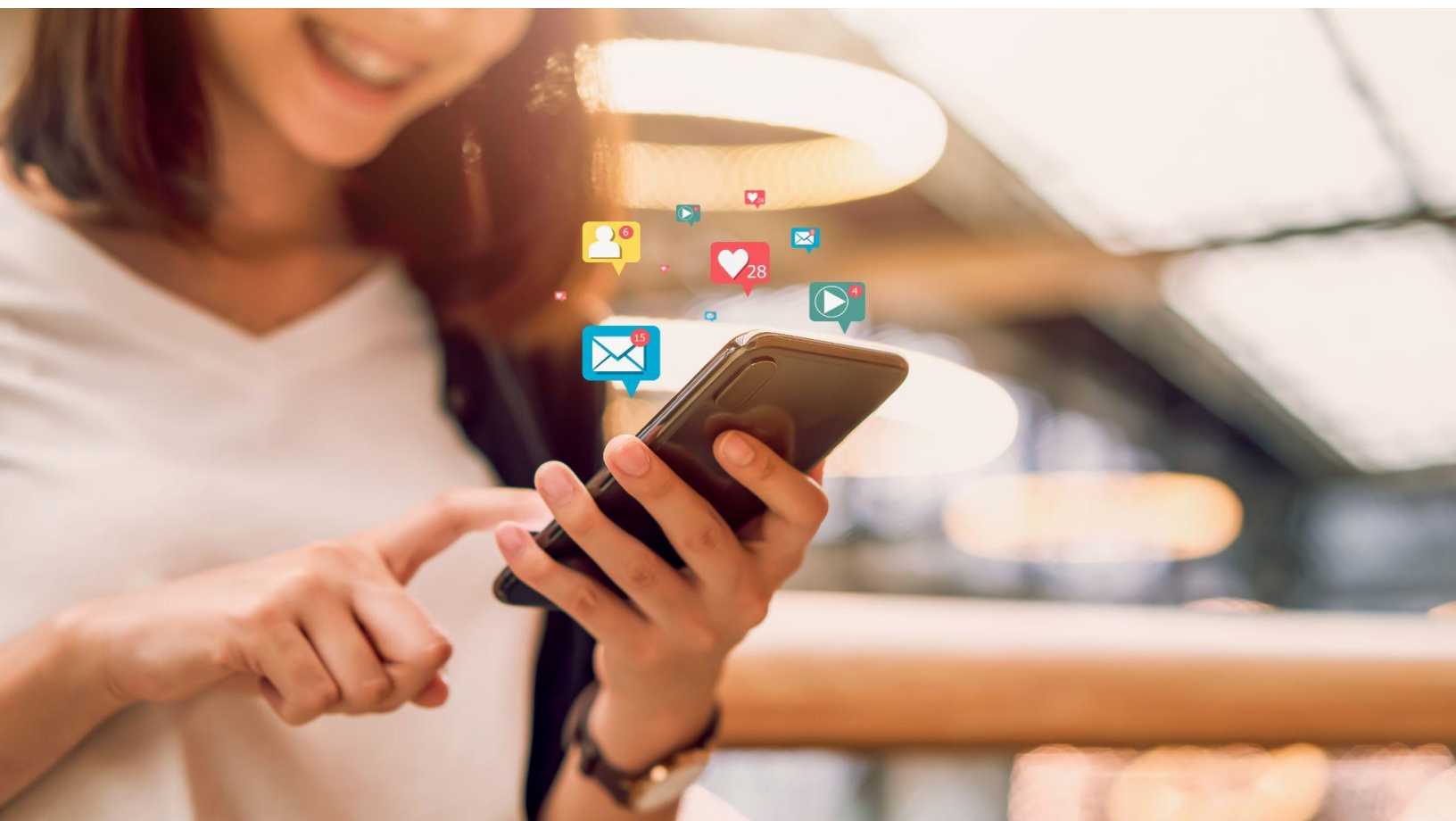
Eastridge's RPO provides total talent management programs designed to achieve specific business outcomes. Our solutions allow clients to shift from reactive strategies to proactive hiring, achieving a competitive advantage by attracting top talent.

RPO Pods

Acting as an extension of the client's HR team, Eastridge works dynamically through an exclusive, proprietary team structure known as RPO Pods, providing optimal ownership and recruiting functionality that ignites success.

Unique to Eastridge, these custom RPO Pods include one recruiter and up to three sourcers to exclusively support open positions. RPO Pods are managed by a single source, keeping the recruiting and delivery teams aligned. The number of pods assigned and sourcers on each pod are determined by the number of positions and time-to-fill requirements, all of which can scale up or down throughout the RPO engagement.

One of the most challenging aspects of managing a recruitment function internally is quickly ramping up recruitment activity to meet increasing talent acquisition needs. Eastridge RPO meets these challenges by quickly deploying additional pods as needed to meet headcount demands.



Results

Becoming a valued component of the organization, Eastridge's partnership with Enjoy includes meeting with key stakeholders, providing access to reports and KPIs, and fostering a positive environment for constructive feedback. By eliminating critical barriers, Enjoy and Eastridge have created a strong, results-oriented partnership.

2019

To affect continued growth, Eastridge deployed a dedicated team of recruiters and sourcers to hire field experts in three countries. Eastridge also supported rapid U.S. growth by developing customized reporting to track daily interviewing activity and results per location in real time.

Over 54,000 candidates were contacted in order to build a robust pipeline, resulting in 312 new hires in 119 days across 52 unique cities in three countries.

2020

As a challenging year, Eastridge acted quickly on deadlines, utilizing two-week recruitment cycles and working to implement content and talk tracks to recruit and attract talent through the pandemic.

Using custom RPO Pods, Eastridge developed a personalized team to strategically source and vet talent in specific locations for Enjoy. With an RPO Pod of 20 sourcers and 10 recruiters, Eastridge successfully hired 691 employees in six months across 59 U.S. cities and Canada.

2021

To manage Enjoy's continued and exponential growth, Eastridge introduced three new recruiting suppliers to manage processes and increase volume.

With RPO Pods of 30 sourcers, 10 recruiters, three coordinators, and one program manager, Eastridge placed 735 new hires in the first six months of the year.

"These are incredibly efficient hiring metrics that provide understanding and strategy for effectively approaching large-scale hiring events," says *Martin Tracey, former Chief People Officer at Enjoy and Current VP of People at Google*

Measuring for Success

Eastridge not only interested in how the data informs hiring velocity, but how it enhances recruiting performance. Reporting from Eastridge revealed that for every five candidates engaged for Enjoy, three will make it to the interview stage and one will receive and accept an offer.

"It's clear that you are experts in what you do," says Martin. "You have systems, processes, and programs in place to scale and repeat. We can learn so much from you as we expand into new markets together."

Building Communication

Communication and inclusion have played vital roles in the partnership's success. From day one, Brandon Wadley, Enjoy's Head of Recruitment, recognized "how important it was to treat Eastridge as an extension of the internal team to ensure they intimately understood our culture and challenges."

Values and Culture

Eastridge and Enjoy's mutual success has been driven by similarities in core values, cultures, communication, and teamwork as foundations for growth. For both companies, these qualities result in a true partnership.

"If there was an Enjoy for recruiting, it would be Eastridge," says Martin. "The similarities between our two companies in what we care about, how we treat each other, and how we approach work are uncanny. You have built a great company founded on strong values led by purpose-driven leaders."

Future Planning

Looking ahead, Enjoy is confident in Eastridge's success and anticipates continuing RPO support and expansion within the U.S. and globally.

"I've worked with some terrific external partners over the years, but never have I worked with one as good as Eastridge Workforce Solutions," says Martin. "Teammates at Eastridge are incredibly customer centric, responsive, and have a terrific work ethic. As we expand domestically and internationally, I feel more confident having Eastridge next to us."

"Thank you, team. You are amazing and I look forward to deepening our relationship with Eastridge in the years ahead."

To learn how Eastridge's RPO can augment your talent acquisition and management:

- [Download our eBook](#): Learn what data to track, visibility to provide, and how to choose an optimal RPO.
- [View our infographic](#): See how our unique, custom RPO Pods solution makes Eastridge different.
- [Calculate your RPO](#): Try our calculator to test custom pricing models and team scalability for your needs.

Using Eastridge Cloud™ to support **volume recruitment** and contractor onboarding at a moment's notice, Eastridge successfully expanded operations from **17 to 39 U.S. cities - over 2x growth - while hiring 78 field experts** by the end of the year.

About Eastridge

Established in 1972, Eastridge Workforce Solutions is an employee-owned provider of full-service talent acquisition and management solutions for companies globally.

Ranked as a top professional recruiting firm by Forbes, a top talent acquisition vendor by OnConferences, and in the top 1% of firms by Staffing Industry Analysts, Eastridge proudly helps over 20,000 associates find jobs annually across the globe.

Eastridge drives talent acquisition, cost reduction, compliance, and visibility for companies that integrate their contingent workforce ecosystem with our core five services: [professional recruiting](#), [volume recruiting](#), [payrolling](#), [MSP/VMS](#), and [RPO](#).

Through these solutions, Eastridge manages your entire recruitment process. Clients acquire top talent through our professional recruiting searches and regulate compliance through payrolling. Additionally, companies in growth mode can seamlessly adapt Eastridge's MSP/VMS solution and augment high-growth needs with volume recruiting and RPO projects.

Eastridge focuses on seven major industries: life sciences, manufacturing and distribution, emerging technology, consumer goods, media and entertainment, renewable energy and construction, and financial services.

With strategic contingent workforce management programs and comprehensive staffing solutions, we make it easy for our clients to attract top talent and manage a diverse contingent workforce.