



Case Study: Nature's Pride

How Nature's Pride Reduced Their **Cost-per-Hire** by more then 80%

Nature's Pride Focus on Sustainability

Nature's Pride, a major international fruits and vegetable supplier company, found itself stuck between exponential growth and rising demand for a steady pipeline of qualified candidates. VONQ helped them rise above the challenge.

Carolien Molenaar (recruiter at Nature's Pride) tells more about their brand journey from struggling to fill their candidate pipeline to shortening their Time-to-Hire, and significantly reducing cost-per-Hire.

Established: 2001	Presence: Netherlands
Company size: +500 employees	Industry: Food & Beverage
Core businesses: Number one supplier of fruit and vegetables for retailers, wholesalers and exporters in Western Europe	

The Challenge

Recruiting Needs For Exponential Company Growth

“Now that the company is growing so rapidly, we want to make sure that we'll have the capacity to attract talent on our own” explains Carolien from Nature's Pride.

Nature's Pride was growing at a steady pace and so were their recruitment needs. By relying only on traditional recruiting approaches In a highly-competitive market, the company soon found itself incapable of successfully recruiting for any of their four target groups: Procurement, Sales, Production Planning and Logistics:

“We used to work together with recruitment agencies, but we soon realized that this way we were not growing our internal recruitment team know-how” adds Carolien.

Another struggle: Finding a way to target candidates with certain soft skills that extend beyond basic job qualifications (e.g. proactiveness, entrepreneurship, etc.)

So starting in 2009, Nature's Pride took recruitment in-house, bringing on a new Recruitment Manager, Mr. Erik Molendijk, who took a proactive approach to staffing up.

The Solution

Job Marketing & A Specific Target Group-Focused Recruitment Marketing Campaign

Some of the first changes Erik administered were: Updating the company website, implementing a new ATS system, hiring extra team members, and introducing a new format for writing job vacancies:

1. Shorter Time-to-Hire

After utilising VONQ's Job Marketing , Nature's Pride quickly started noticing positive outcomes:

“The greatest thing about VONQ's Job Marketing is that you have access to all the media channels you'd need and that they are already pre-contracted, so that based on the specific job ad requirements you can easily select the most relevant channel. Just a few clicks and there you go – your order's been placed and VONQ also has the capacity to take care of all the postings for you. So basically you manage all your job ads from a single account. This is extremely efficient because it saves you a great amount of time!”, adds Carolien.



2. Lower Cost-per-Hire

As Caroline explains: *“Our Cost-per-Hire dropped to less than EUR 1,000. Compared to the average, which is EUR 3681, that's a great result!”*. Caroline continues:

“When you work with a recruitment agency, depending on the specific job, you need to invest somewhere around EUR 6,000 euros. This number can, however, easily increase to EUR 20,000 or more depending on the type of job vacancy.”

3. Full control of the recruitment marketing process

The main benefits from working with VONQ, Caroline summarizes at the end, are: *“Being fully in control of our recruitment process, the ability to measure results on our own, and the possibility to do it all from a single place – VONQ's Job Marketing.”*



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& +1.000 happy customers



Are you ready to take your recruitment marketing to the next level? **Let's chat.**

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