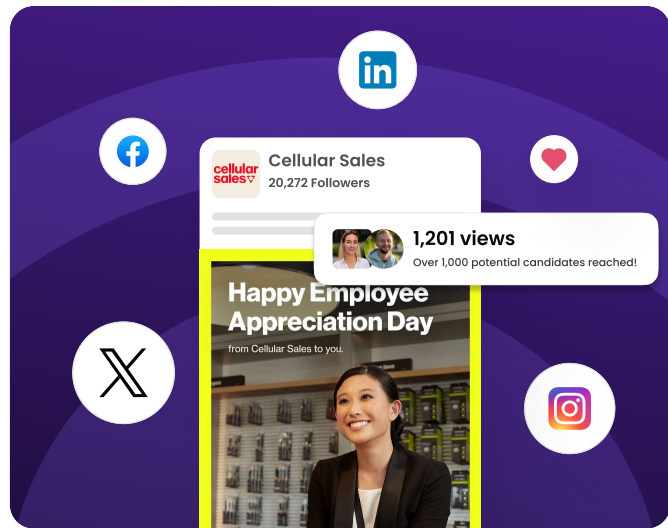
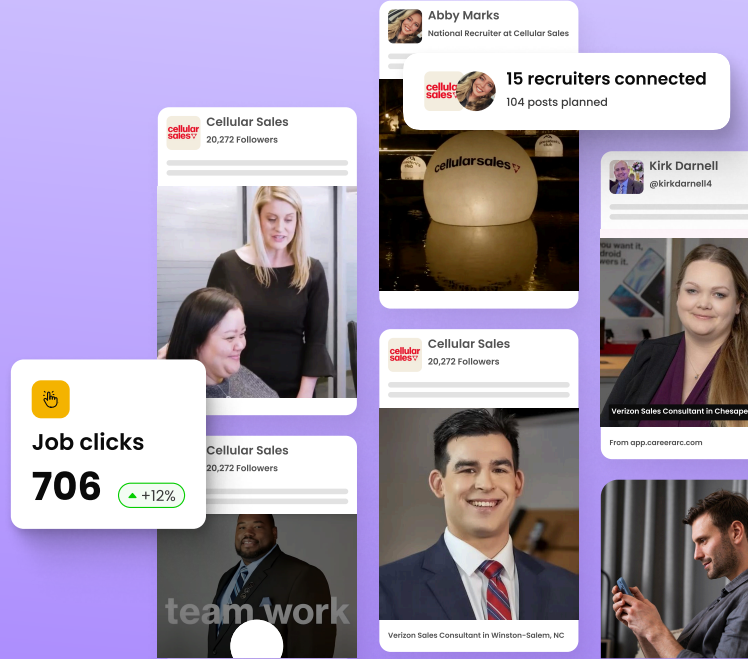




CASE STUDY

How Cellular Sales streamlined talent acquisition with HireSocial by CareerArc



CHALLENGE & SOLUTION

Maximizing efficiency and boosting job visibility through social recruiting automation

Challenge

With a growing network of stores nationwide, Cellular Sales needed a streamlined approach to recruiting. Recruiters were tasked with juggling time-consuming manual job postings while simultaneously engaging with candidates.

The Talent Acquisition (TA) team also faced challenges in maintaining a consistent and impactful presence across social media platforms to enhance visibility and reach passive candidates.

Solution

Partnered with CareerArc to implement HireSocial, an automated social recruiting platform that simplifies job posting across platforms. The platform ensures consistent visibility for open roles while freeing up recruiters to prioritize candidate engagement and other high-value tasks.

How HireSocial helped Cellular Sales reach their goals



1,650

Hours saved through automation



101%

Increase in job post impressions YoY



88

Average engagements per post

How HireSocial helped Cellular Sales reach their goals



Automating job postings for greater efficiency

By automating the distribution of job postings across social media channels, HireSocial enabled Cellular Sales to eliminate time-consuming manual processes. Recruiters now spend less time updating job listings and more time connecting with potential candidates, improving overall team efficiency.



Boosting job visibility + applicant traffic

The HireSocial platform enhanced Cellular Sales' ability to reach passive candidates. Consistent, automated updates ensured open positions were visible to a broader audience, increasing application traffic from candidates who may not have otherwise seen the job postings.



Elevating employer brand + candidate engagement

In addition to driving job visibility, HireSocial allowed Cellular Sales to highlight its company culture and employer brand. This consistent messaging not only attracted more candidates but also helped foster stronger engagement with potential applicants.



"The use of the HireSocial platform by CareerArc has allowed for an excellent experience in the ease with which our Recruiters and TA team members are able to automatically share, and update their social media postings. The automation of updated social media postings allows for our Recruiters to focus on reaching out directly to candidates and explore new avenues for candidate engagement."

Hannah Nelson
Talent Acquisition System Administrator at Cellular Sales



Kristen Garner
Recruiter at Verizon Cellular Sales

We recognize and reward the hard work that our teammates put in to helping us continue growing across the country. Watch your hard work pay off at Cellular Sales. Join us in Colorado Springs, CO! <https://bit.ly/4ax59YN>

**great
career
experiences
start here.**



Key outcomes

Since implementing HireSocial, Cellular Sales has seen a noticeable improvement in both recruiting efficiency and application volume.

By automating job postings and increasing visibility, HireSocial has empowered the Cellular Sales team to focus on what matters most: building meaningful connections with candidates and strengthening their workforce.

Cellular Sales plans to continue leveraging HireSocial to optimize their recruiting strategy. The company is also exploring ways to diversify the assets used for social media postings, ensuring fresh and engaging content resonates with candidates across all platforms.

About Cellular Sales

Cellular Sales is a leading Verizon Wireless retailer with over 700 locations across the United States. Known for exceptional customer service and a strong commitment to its workforce, Cellular Sales continually seeks innovative solutions to attract top talent and maintain its reputation for excellence.

Boost your employer brand + jobs with HireSocial

Ready to transform your recruiting strategy? [Schedule a demo](#) to see how HireSocial by CareerArc can help your team save time, boost visibility, and connect with top talent.