



## A CASE STUDY IN JOBCASTING



### OBJECTIVES

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Jeff Nolin, a Vice President in the Commercial Services Division at NCO Group wanted to do a podcast that highlights their sales opportunities nationwide. This was a “commission-only” position which is typically hard to fill. In this 10 minute interview, he describes their ideal candidate and gives insights into working for NCO. Their Jobcast was published on November 21<sup>st</sup> 2007.

### CHALLENGES

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Make a commission only sales job appeal to sales candidates and increase the number of applicants through their corporate website and via postings on Monster and CareerBuilder.

### MEASUREABLE RESULTS

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This podcast was our fastest ever to reach 600 downloads (within 4 weeks). We recommended that NCO link to this podcast from both their own corporate career site and on the major job boards Monster and Career Builder which they advertise on.

This linking strategy has resulted in tremendous traffic to their jobcast.

Within the first 8 weeks it has now recorded over **1,200 downloads**.

*Figure 1.* NCO’s job description on Monster.com prompts visitors to hear their podcast on Jobsinpod.com.

**1<sup>st</sup> year earning potential-\$45,000-\$65,000**  
**2<sup>nd</sup> year earning potential-\$100,000**

NCO Financial Systems, Inc. is the global leader in the financial services industry.

Click on this link to listen to an interview with VP of Sales Jeff Nolin describing NCO and the positions we are currently looking to fill.

<http://jobsinpod.com/2007/11/21/bpo-sales-jobs-with-nco-group/>

For consideration please forward your resume to [Linda.purnell@ncogroup.com](mailto:Linda.purnell@ncogroup.com) or fax to 614-827-7599.

We also invite you to visit our website at <http://rms.ncogroup.com>.

M/F/H/V/EOE/AA

As an example of its success on January 3<sup>rd</sup>, 2008 their [Jobcast on Jobsinpods.com](http://JobcastonJobsinpods.com) was receiving an average of **10 visitors per hour** just from Monster.com. This rate is a clear example that job seekers are interested in “**hearing**” what this employer has to say.

TIP: Adding a Jobcast to your job postings will help to attract more jobseekers and engage them with an audio version. It gives your postings a boost by providing job seekers an incentive to learn more.

## ROI

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At a cost of just \$299, the NCO Jobcast has resulted in a return on investment of just **.24 cents per download** in just the first 8 weeks. (*1207 downloads divided by cost*). It also resulted in a *significant increase* in the number of applicants during this period.

*\* ROI will decrease further over time since each jobcast stays online for 1 year.*

## CLIENT TESTIMONIAL

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How satisfied are you with this service and what kind of results have you noticed as a result of podcasting your jobs?

Says Jeffrey Nolin: *“The podcast we did in November has resulted not only in an increased number of page views for our job on Monster.com but we have received a measurable increase in the number of job seekers applying to this job through our corporate website.”*