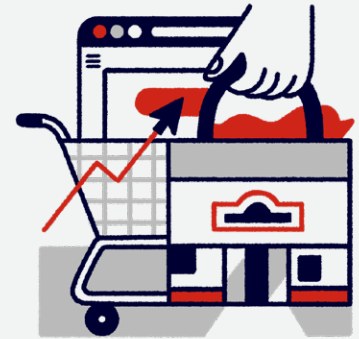




ENHANCED RECRUITMENT STRATEGY REDUCES HIRING TIME AND BUILDS CANDIDATE POOL



Casey's is a convenience store chain headquartered in Ankeny, Iowa, and operates nearly 3,000 stores across 19 states. Casey's is passionate about giving back to the communities it serves. Offering self-service fuel, a wide selection of grocery items and an array of freshly prepared food items — including its iconic handmade pizza with made-from-scratch dough. Casey's also takes pride in being a great place to work. With a variety of job positions, there are countless opportunities for growth while being part of the caring Casey's community.

As hiring needs continued to grow across its footprint, Casey's recognized an opportunity to further evolve its recruitment strategy, building on its centralized hiring model to better meet candidates where and when they are. That forward-looking mindset prompted the team to proactively explore new technologies that could enhance speed, consistency and candidate experience, while supporting recruiters and store leaders alike. Learn how Casey's partnered with VidCruiter to accelerate hiring, reduce manual effort and create a more engaging and respectful candidate experience.

BUSINESS CHALLENGES

- ➔ A manual and time-consuming recruitment process slowed candidate advancement across multiple locations and reduced process efficiency.
- ➔ Inconsistent recruitment practice and interview options didn't provide a uniform candidate experience.
- ➔ Lacking the capabilities to attract a diverse talent pool, which included bilingual candidates and candidates requiring additional accommodation, making it difficult to attract and hire talent from the communities it serves.

QUICK FACTS

Company: Casey's

Industry: Convenience retail stores

Employees: 50,000+

Headquarters: Ankeny, IA

ADP Products: ADP Vantage HCM®, ADP Marketplace partner VidCruiter





Tara Antle
Director, Field Talent
Acquisition



Jessica Benson
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RECOGNIZING A TIME FOR CHANGE

Recognizing the need to further optimize its hiring model, Casey's talent acquisition team began evaluating ways to accelerate candidate movement while maintaining consistency across locations. Leaders empowered the team to seek out a solution that could integrate into their existing environment, meet unique hiring needs and be implemented quickly.

"We knew there had to be a solution available, from a video standpoint, that we could utilize and take us to that next level," Tara says. Taking their search to **ADP Marketplace** led them to find an integrated solution from **VidCruiter**, an end-to-end, cloud-based hiring platform designed to make recruitment faster and more structured.

FINDING THE SOLUTION THAT FITS THEIR NEEDS

VidCruiter offered an end-to-end, cloud-based hiring platform with prerecorded and live video interviews, automated scheduling, screening questions and seamless integration with Casey's existing ADP environment. After reviewing the solution, Casey's leaders approved the investment and supported a rapid implementation, clearing obstacles and enabling the team to move forward with confidence.

"We needed a centralized approach to meet people and our communities, where they are and we found that with VidCruiter," Jessica says.

The platform was fully implemented in just seven weeks, launching ahead of an aggressive timeline and marking one of the fastest implementations the team had experienced.

CONSISTENCY LEADS TO EFFICIENCY

VidCruiter has helped Casey's introduce greater consistency and efficiency into its recruiting process. Candidates now move through the same structured experience regardless of location, with standardized questions and automated workflows that help ensure fairness and clarity.

"Now, it's really a guaranteed interview from a candidate perspective, which results in an increased applicant pool when we enter a market," Jessica says.

"We're efficient with folks who are looking for employment. With VidCruiter, we've seen that we're consistently hiring one out of every four applicants."

— **Tara Antle**
Director, Field Talent Acquisition

"We're efficient with potential candidates who are looking for employment. With VidCruiter, we've seen that we're consistently hiring one out of every four applicants," Tara says.

The platform also supports recruiters by reinforcing consistent interview practices across prerecorded, live virtual and in-person interactions, helping teams focus on identifying the right talent more quickly.

The team recognizes the importance of structured interviews in VidCruiter, as their recordings capture the same questions used in virtual interviews, ensuring consistency across platforms.

"It's helped our recruiters develop a keen ear for key responses, regardless of whether they're conducting interviews in person or virtually," Tara says. As a result, VidCruiter is instrumental in enhancing the effectiveness of their recruitment efforts and establishing a more qualified workforce for placement.

ACCOMMODATING A MORE DIVERSE TALENT POOL

Inclusivity is part of the culture at Casey's, so the ability to accommodate bilingual candidates is a welcome feature of the VidCruiter platform. Allowing applicants to communicate in their native language or participate in bilingual interviews enhances inclusivity and represents the diverse communities that Casey's serves.

Additionally, this feature ensures that candidates with hearing disabilities can also benefit from a smooth interview experience, allowing Casey's recruiters to coordinate with their accommodations team to meet the candidate's needs. Overall, these capabilities not only lower barriers for a diverse pool of applicants but provide a competitive advantage by fostering a more inclusive hiring process.

"VidCruiter helps us allow people to apply and present the best version of themselves and be comfortable communicating in the language that they choose," Tara says.

TIME SAVINGS REALIZED

Since implementing VidCruiter, Casey's has significantly reduced time-to-hire — now averaging less than four days. Applications are automatically advanced every 30 minutes, enabling some candidates to interview within an hour of applying and, in some cases, begin work as soon as the next day.

Store managers also benefit from reduced involvement earlier in the process, allowing them to focus on operations while remaining engaged in final hiring decisions.

"VidCruiter has helped realize huge time savings for us. Our store managers are still involved in the final hiring decision, of course, but it's given them so much of their time back during the process," Jessica says.

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APPLICANT EXPERIENCE MEANS FUTURE RESOURCES

As much of a hit as VidCruiter is with the team at Casey's, it's also enabled a streamlined and positive experience for applicants. Candidates have described their interview as fast and efficient, while also mentioning their appreciation for the personal touch from recruiters, who engage in meaningful conversations about their individual circumstances, such as transportation needs and more. With this level of service, it's little wonder VidCruiter has helped Casey's secure an impressive volume of interviews and hires.

"One month we did 8,000 interviews, down from about 12,000 the prior month with a holiday," Tara says. But those are the types of numbers Casey's is happy to see because in the end, VidCruiter helps their team build a pool of future candidates they can reach out to when additional opportunities become available. "The goal is to always get candidates to the endpoint of getting hired and VidCruiter is very helpful with that," Jessica says.

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