

**HIRING
SUCCESS
STORY**

SmartRecruiters



Asbury Communities Tames High-Volume Hiring Complexity

About Asbury

Asbury is a not-for-profit senior living organization that proudly serves older adults across the Eastern United States. With 11 senior living communities, pharmacy, and outpatient therapy management services, as well as the Asbury Foundation and ThriveWell Tech, every day at Asbury is a new opportunity to do the most good with integrity, transparency, and grace.

US
REGION

2,700
EMPLOYEES

- Industry: **Healthcare**
- Headquarters: **Frederick, Maryland**
- Offices: **11**
- Hiring Model: **Centralized**

Challenge

- High volume of requisitions that couldn't be handled by former ATS
- High complexity due to breadth and depth of titles, role types, and regions at scale
- Low hiring manager adoption of former solution due to lack of user-friendliness

Solution

- Transition from a decentralized to a centralized hiring model by forming an internal TA function centered on SmartRecruit
- Roll out hiring manager training hub and live weekly calls to troubleshoot
- Amplify job reach with SmartDistribute to optimize spending

Results

- **33%** reduction in time-to-fill (**46** days to **31** days)
- **69%** decrease in unfilled positions
- **10 hours** saved per week on manual work
- **98%** increase in hiring manager adoption



The Challenge

A skyrocketing requisition load

Like many non-profit organizations serving older adults with community and care in the United States, Asbury has depended on a decentralized hiring process to staff its network of senior living, outpatient therapy, and pharmacy services for most of its century-long history. But the global pandemic, followed by a skyrocketing requisition load and volatile talent landscape, proved too much for the non-profit's legacy approach to talent acquisition.

Asbury made the decision to centralize its hiring processes in 2021, and realized quickly its recruitment tool was insufficient and a better tool was needed. The search for a new system initially focused on healthcare-specific tools, but the non-profit quickly realized it required more advanced functionality than these niche solutions offered. Asbury set out to find an applicant tracking system (ATS) that could support its needs across 11 locations, four states, a multitude of roles, and diverse employment types, all while driving adoption among hiring managers.

“There's a lot of complexity in our business. SmartRecruiters was built in a way that could meet it with simplicity.”

Helene Perdue

*Former Director of Talent Acquisition and Development
Asbury*

The Solution

Flexible technology that empowers all users

Asbury began its implementation of SmartRecruiters in early 2023, championed by a centralized talent acquisition team that engaged individual locations early on in the process. Involving key stakeholders as the system was built out allowed for workflow customization and promoted engagement across the non-profit's workforce of 2,700 employees, paving the way for a successful rollout of its streamlined hiring model.

"The SmartRecruiters onboarding process was a dream," said Helene Perdue, Former Director of Talent Acquisition and Development at Asbury. "They wanted to build it to work for us. We had one location that used a different workflow, and we built it for them." Asbury also created a training hub for hiring managers to self-educate about SmartRecruiters and offered live weekly calls where hiring managers receive personalized support from the TA team.

"I have gotten famous for using the phrase, 'if you can shop on Amazon, you can use SmartRecruiters,'" said Helene. "After 10 minutes of walking a hiring manager through the system, you can see their anxiety die down as they realize that SmartRecruiters is truly a one-stop shop. Everything they need is right there."



Text recruiting for on-the-go job seekers

Many of the roles Asbury hires for are filled by talent that's highly mobile. As such, adding text capabilities with SmartMessage to the hiring process has been a major boon, helping cut email volume in half and improve candidate response times. "Texting has been a game changer," said Helene. "Whether we send an email or a text to a candidate, it's right there in SmartRecruiters — and so is their reply."

Intuitive candidate relationship management

Between building email campaigns for the first time with SmartCRM and implementing a career site chatbot with SmartPal, Asbury has unlocked a whole new level of candidate experience. The TA team now has the ability to build talent pipelines of interested candidates and turn these leads into applicants. "We are pleased with the open rates and read rates," said Helene. "We don't think that we would have had that with another tool."

Job distribution that amplifies reach

With its prior recruiting software, Asbury was only able to post its jobs on a limited number of job boards. With SmartDistribute, open roles are posted to hundreds of job boards, and hiring teams can now easily see top-performing sources. "SmartRecruiters put our jobs on hundreds of job boards that we didn't have available to us before," said Helene. "We're able to tell hiring managers it's not just Indeed anymore."

Integrations



- **DocuSign** for signatures
- **HireRight** for background screening
- **Arena** for retention prediction analytics
- **UKG** for HRIS

“ We had a lot of hiring managers who didn't want to go into our previous solution because it was so difficult. With SmartRecruiters, all the information they need is right there. If you can shop on Amazon, you can use SmartRecruiters. ”

Helene Perdue

*Former Director of Talent Acquisition and Development
Asbury*

The Results

Human-centric hiring without manual work

Asbury's shift to a centralized hiring process has already yielded an abundance of efficiency savings, such as shorter time-to-hire, reduction in manual work for the TA team, and ensuring that hiring teams uphold service level agreements for response times.

"Overall, our executives realize how much more efficient things are now," said Helene. "For example, we've easily added two hours of productive work time a day simply because we don't have to go into our email."

"Now recruiters are freed up to do more value-added tasks," added Helene. "We finally have time to attend career fairs and build relationships with local organizations that will help grow our talent pipeline." The team is also developing campaigns in SmartCRM to reconnect with candidates who could be a better fit in the future. These are especially important goals in an industry where turnover hit 79.2% in 2024 alone.

The microeffects of a centralized system can have big impacts on team morale. "We don't feel like we're behind when two recruiters are at an event and have an offer that needs to be sent," Helene said. "Someone can cover because it only takes a few minutes, not hours."

33%

Faster time-to-fill
(46 days → 31 days)

69%

Decrease in unfilled positions

10

Hours saved per recruiter each week

98%

Hiring manager adoption rate

“ Our senior leadership is very intent on Asbury standing out with technology. Choosing SmartRecruiters felt like putting a stake in the ground for HR to say we’re on board, and we’re going to show up strong. ”

Helene Perdue

*Former Director of Talent Acquisition and Development
Asbury*

Need to speed up hiring for a high volume of candidates?

Get in touch with us for a demo today.

[Sign up for a demo](#)

About SmartRecruiters

SmartRecruiters enables Hiring Without Boundaries™ by freeing talent acquisition teams from legacy applicant tracking software. SmartRecruiters' next-generation platform serves as the hiring operating system for 4,000 customers like Bosch, LinkedIn, Skechers, and Visa. Companies with business-critical hiring needs turn to SmartRecruiters for best-of-breed functionality, world-class support, and a robust ecosystem of third-party applications and service providers.