

Windsor Mold - Prevue Success Story

Windsor Mold started 41 years ago as a tooling business and later developed an automotive components division. Servicing the automobile industry exclusively, they have deep relationships with big players Ford and GM. Windsor Mold's technical and innovative solutions to the molding process have now presented an opportunity for growth, which is where Prevue HR Systems has come in to help.

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Situation

“We relied primarily on word of mouth and newspapers for our job postings” explains Cliff Girard, Human Resources Manager for Windsor Mold. “Historically, talent was in abundance in the Windsor area, but recently, it's died down. An ad in the Windsor Star used to net us 60 applicants, now it's practically nothing.”

Cliff's observations are an all too common reality for most manufacturing companies. Having qualified talent right in your backyard used to be the norm, now HR Managers have to cast a wider net to fill job openings. And newspapers are just too expensive of a medium to do this. “The talent we want isn't in Windsor anymore, but it was so expensive to reach beyond our area.”

Solution

Prevue approached Windsor Mold as they were starting to ramp up their recruiting efforts and showed how Prevue's APMA HR Solutions can enable Windsor Mold to post all of their job openings to many online job boards. While word of mouth is a successful recruiting tactic, the ability to reach communities outside of Windsor has produced amazing results.

Result

“We have a one stop shop for our hiring now” Cliff exclaims. “[And] because of the [job fit] scoring, it's easy to make a selection.” By using Prevue, Windsor Mold is primed and ready to match their hiring growth to their company's growth. They can save money on expensive job ads and reach further than their local community was able to provide.

“The ability to reach communities outside of Windsor has produced amazing results”

Summary

Situation: Windsor Mold was seeing a rapid decrease in qualified, local talent, but wasn't sure how to best reach the talent they needed.

Result: Prevue setup integration with many relevant job boards to automatically push new job openings to online channels, with the click of a button, thus reaching areas outside of Windsor and attracting qualified talent.