



# Hatched to Hire

How one of the nation's largest supplemental insurance companies finds the right talent with Talroo.

**INDUSTRY**  
SUPPLEMENTAL  
INSURANCE

**CHALLENGES**  
TIME TO HIRE, COST  
PER APPLICANT

**SIZE**  
10,000+ EMPLOYEES

**RESULTS**  
80% CPA REDUCTION



## CHALLENGE

A large national insurance provider that pays cash benefits when a policyholder has a covered accident or illness **faced significant challenges in sourcing high-quality candidates** for open Benefits Advisor positions. This position is crucial to the insurance sales cycle and requires a competitive mix of skills. Given the nationwide scope, they needed a strategy that could deliver high applicant volumes without sacrificing quality or driving up costs. Most recruitment channels were either too expensive or unable to yield the right candidates, making it difficult to hit hiring goals while maintaining efficiency.

## PARTNERSHIP

Upon Talroo entering the scene, the partnered work of transforming the recruitment process began. After about three months of live analysis and optimizations, Talroo **generated ~75% of the customer's total monthly applicants, with an impressive \$3 cost per applicant (CPA). The customer's next best channel came in at \$15.** This significant reduction in CPA allowed the customer to scale their recruitment efforts without straining their budget, freeing resources for further growth initiatives.



## LASTING IMPACT

Beyond cost-efficiency, Talroo has driven candidate quality in ways previous channels struggled to achieve. Talroo was responsible for 67% of total interviews conducted in the following month. More importantly, those interviewees resulted in extended job offers. **245 out of 341 total extended Benefits Advisors contracts were sourced through Talroo**, reflecting the platform's ability to attract active, qualified candidates.

These candidates are more than just hires; they're progressing through critical stages of onboarding with great levels of success. Talroo hires account for **half of all candidates that reach full Agent status**, indicating the best fits for the position.

## RESULTS

**75%**

Share of Applicants

**\$3**

Cost per Applicant

**80%**

Cost Reduction



## CONCLUSION

Talroo's partnership has allowed a large scale supplemental insurance provider to overcome the challenges of nationwide recruitment by delivering **both the volume and quality** needed to meet their hiring objectives effectively. Talroo has become an invaluable asset in their recruitment strategy, ensuring they continue to bring on top talent ready to succeed in the Benefits Advisor role.

**Stop Searching.  
Start Hiring.**