

Cornerstone Mechanical Services Adds iHire to Its Toolbox for **Faster, More Effective Hiring**



EMPLOYER



WEBSITE

CornerstoneMechanical.com

INDUSTRIES

Construction
Maintenance and Installation
Accounting

HEADQUARTERS

Seagoville, Texas

iHIRE SOLUTIONS

- Job Slots
- Industry-Specific Talent Communities
- Candidate Management & Messaging Tools

RESULTS

- Hired an Accounting Clerk 3x faster than industry average
- Experienced a view-to-apply rate 2x higher than industry average for 4 roles
- Saved time and money by quickly attracting more qualified candidates



Background

For more than 25 years, [Cornerstone Mechanical Services, Inc.](#) has been a trusted ally for industrial plants and process facilities across Northeast Texas. Headquartered in Seagoville, Texas, Cornerstone offers a variety of technical services to help clients improve the reliability of their machinery. Applying state-of-the-art technology and processes, Cornerstone supplies the highest quality of equipment installation and commissioning services, dynamic balancing, laser shaft alignment, preventive maintenance, predictive maintenance, and corrective maintenance.

Challenges

Cornerstone hires for a wide range of roles, including specialized positions – like Industrial Maintenance Planners and Machine Vibration Analysts – as well as administrative, sales, and other job functions critical to supporting the organization and its clients. When recruiting through general job boards, Cornerstone received large quantities of irrelevant candidates, requiring personnel to spend hours filtering through applicants who were not a good fit for a particular position.

Solutions

Cornerstone turned to iHire, an industry-specific employment platform, and began advertising its open positions through iHire's Job Slots. These flexible, subscription-based job postings allowed Cornerstone to target career-minded candidates on iHire's relevant talent communities, such as iHireConstruction and iHireMaintenanceAndInstallation. iHire also promoted Cornerstone's jobs to matching candidates through branded job alert emails, and shared postings with its extensive partner network for maximum reach.

In addition, Cornerstone set up a free [company profile](#) to help showcase its culture and employer brand to entice potential employees. Plus, Cornerstone received premium placement in job alert emails and on-site display ads

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- **Megan Robison**
CEO
Cornerstone Mechanical Services, Inc.

through iHire's Choice Employer Program, which rewards companies that pledge to treat applicants well through fair hiring practices, fast applications, and communication with candidates.

As applicants moved through the hiring process, Cornerstone used iHire's intuitive candidate management tools to sort, tag, and categorize resumes, as well as pipeline qualified applicants who were not hired, but could be good fits for future roles. Cornerstone communicated with applicants directly through iHire's platform with its messaging tools – acknowledging applications, disqualifying candidates, and setting up interviews to enhance the job seeker experience.

Results

With iHire's industry-focused approach to talent acquisition, Cornerstone quickly attracted more qualified candidates.

For example, Cornerstone hired an Accounting Clerk in just **15 days** – nearly **three times faster than the industry average** for time to fill (42 days).

“I have used Indeed for many years to fill open roles within our company,” said Megan Robison, CEO of Cornerstone. “In doing so, I have always had to spend hours filtering through candidates that weren't a good fit for the position. iHire brought a smaller pool of candidates, but each one was qualified for the role, so it was a huge time saver. I also love the iScore that gives a quick view of how well the candidate matches our job ad. Not to mention, it's cheaper than what I was paying for Indeed.”

The company also received an average view-to-apply rate of 0.22 for four positions advertised, meaning **22% of candidates who viewed their ads applied for the jobs**. For comparison, the industry average for view-to-apply rates ranges from 7% to 10%.

“iHire has been a great tool for us. This platform has made our hiring process much better,” Robison concluded.



www.iHire.com



iHire is a leading career-oriented platform that powers a family of 57 industry-focused talent networks, including WorkInSports, iHireVeterinary, iHireDental, iHireConstruction, and iHireChefs. For more than 20 years, iHire has combined advanced job matching technology with our expertise in the talent acquisition space to connect job seekers with employers in their desired sector. With an industry-specific, candidate-centric, and data-driven approach to recruitment, iHire helps candidates find meaningful work and employers find unique, high-quality talent – faster, easier, and more effectively than a general job board. Visit www.iHire.com for more information.