



ClearCompany

# Laying a Foundation for Talent Success

ClearCompany helps Ozinga keep its concrete trucks spinning on construction sites from Milwaukee to Miami

## The Customer

Founded in 1928, building materials supplier Ozinga is a fourth-generation family-owned business, best known for its unmistakable red-and-white-striped concrete mixer trucks. Ozinga provides concrete and other building materials, plus energy and logistics services, to customers across five states.

1700

Over the past five years, **Ozinga's employee headcount nearly tripled to 1,700** as its service region expanded in the Midwest and the South.

## The Problem

Rapid growth made it obvious to Ozinga's recruiting team that the manual application process and an inability to track applicants were holding them back. The hiring process was slow and inconsistent across a growing number of Ozinga sites, leaving the recruiters in a difficult position, and creating a less than ideal candidate experience. They needed to make it easier for candidates to apply to their open positions and for recruiters to keep track of applicants at more than 70 locations.

*"We were finding that our old methods of hiring just weren't meeting our needs any longer. We still had some paper applications and no solid way to track candidates. We are also in Illinois, Wisconsin, Indiana, Michigan, and Florida. So it became more difficult to keep track of our candidates, the hiring process, and the managers in all the different regions."*



*ClearCompany allowed us to completely change the way we recruited, processed, and onboarded candidates. Time to hire was greatly reduced as well as providing a better candidate experience, a key initiative for our company.*



**Donna Slager**  
Recruiting Specialist,  
Ozinga

## The Solution

Ozinga found a strong solution and growth partner in ClearCompany, implementing our intuitive, easy-to-use ATS and Onboarding solutions for their recruiters and hiring managers. Instantly, ClearCompany's recruiting tools sped up and organized the hiring process across dozens of locations. And the integrated, paperless onboarding process collated all new hire paperwork in one easily accessible online database and prepared employees to contribute to company goals on day one. Most important is the partnership Ozinga developed with their Customer Success Manager, who helped them streamline processes, and improve their candidate experience.

One standout tool for Ozinga's recruiting team has been ClearText, allowing recruiters and hiring managers to communicate with candidates with text messages seamlessly through the ClearCompany platform.

*"The benefits of the texting integration were almost immediate. We are seeing candidate responses in as little as 30 seconds. It's been a game-changer! Our hiring managers and our HR team just cannot speak highly enough of that feature."*



**Texting has transformed the candidate experience** by engaging applicants quickly, keeping them updated on their application status, and reducing time-to-hire.

## The Results

Faster hiring and paperless Onboarding have transformed candidate experience at Ozinga and enabled their growth and expansion across the areas they serve. ClearCompany collaborates with Ozinga to stay compliant with critical Department of Transportation reporting requirements by ensuring onboarding forms are always up-to-date. New hires get a seamless onboarding experience and Ozinga can focus on welcoming them to the team.

The benefits for Ozinga were immediate and are still ongoing: ClearCompany's comprehensive hiring reports provide their HR team with key metrics to help them continuously improve recruitment and onboarding. Most importantly, Ozinga found the long-term collaborative partner they were looking for in ClearCompany.

*"We have just been sharing so many ideas [with ClearCompany's Product team] on integrations or new tools that could make the product even better. And those ideas are met with open arms. They're willing to dig into them, or sometimes we'll hear that one of those ideas is already in motion. That's always exciting and it just strengthens the partnership with our company."*

## The ClearCompany Difference:

*Ozinga has a long tradition of providing their customers with the best materials for their projects. We're proud to offer the tools and services that helped them elevate their recruiting and onboarding processes, and create an amazing candidate experience. At ClearCompany, our goal is to provide customers with the best candidates and employees to ensure their long term success.*



### Christine Rose

Vice President of Customer Success,  
ClearCompany



***Our Customer Success Manager continually guides us in optimizing our use of the system, helps us build more concise applications, and provides a partnership that continues to grow along with us. In four years, we've come leaps and bounds with how we use our ATS.***



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