



CASE STUDY:
**How The Stepping Stones Group
Made +\$2M in Revenue
After Tripling Referrals**

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THE PROBLEM



Providers would say that “referrals went into a black hole” and Stepping Stones Group offered different rewards to different employees without any centralized management or controls on referral bonuses.

Stepping Stones Group (SSG) is a healthcare staffing company in Colorado with ~ 50 recruiters and +1,000 people on payroll.

SSG was interested in finding new ways to fill jobs faster while streamlining the day to day management of their referral program. Their applicant tracking system was unable to support referrals, social sharing, tracking, or engagement campaigns.

The SSG referral program did not capture complete data because candidates had to self-report their own referral. The marketing, recruiting and human resources departments had to add burdensome manual processes to fix the problem and collect correct data for their program.

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THE SOLUTION



Using EmployUs, Stepping Stones was able to send targeted email and text outreach to their current employees, former employees, and their wider network.



Once referrals were hired, EmployUs streamlined the rewards fulfillment process, saving the company several hundred hours of administrative, error prone manual labor.

The Stepping Stones Group partnered with EmployUs to invite their past placements to refer candidates for their 1,000 job openings.

To make the entire process seamless, EmployUs integrated with their applicant tracking system (ATS), human resource information system (HRIS), and candidate relationship management system (CRM).

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We have tripled our referral hires. They not only handle all the behind the scenes accounting, but also candidate marketing and engagement automation.

- Molly Shams — Vice President, Lead Generation @ Stepping Stones Group



Please note this study was originally published by EmployUs and is based upon The Stepping Stones Group's use and experience with the EmployUs product. [Read here](#) about the partnership between Cadient Talent and EmployUs.