



# Club Fit Strengthens its Hiring Processes — and Results — with Hyrell



For more than 40 years, Club Fit has offered comprehensive health and fitness programs in its two New York facilities with the goal of enhancing the quality of life and physical well being for community members of all ages.

To achieve this goal, Club Fit relies on over 600 employees – in a wide array of positions – to provide top-notch services to more than 10,000 members. Yet recently Club Fit realized its manual, paper-based hiring process wasn't quite helping it attract and hire these right employees for the job, and decided to implement a comprehensive online hiring solution from Hyrell.

## Manual Hiring Efforts Don't Fit the Bill

Club Fit once relied primarily on a homegrown hiring approach that used Craigslist, CareerBuilder, and even foot traffic to build its candidate pool and fill open positions. Applications were largely paper forms, and all communication — both internal and with applicants — was ad hoc at best and difficult to track and stay on top of.

Teresa Kress, Club Fit's Director of HR, remembers the old process and the challenges it created. "Some of these services were expensive, but the whole process wasted too much time and effort for everyone involved."

Club Fit routinely received over 100 applications each month, all of which required a lot of time to greet incoming applicants, have them fill out an application, schedule interviews, and communicate with the hiring managers and the applicants themselves. "We reached the point where one employee in HR was spending a significant amount of time processing applications, when there were other important tasks that needed attention," recalls Kress.

While this hiring process could produce many applications, it was inconsistent from month to month, and worse, tended to produce candidates who were not necessarily a good fit for the open position. "We had a high percent of foot traffic applicants," says Kress. "We had members, members' children, or random people from the community come in and apply. It was flattering for us, but too often, these applicants didn't have the right skills, and unfortunately, they weren't a good fit for most of our positions."



**Industry:** Health and Fitness

**Employees:** 600+

**Members:** 10,000

**Hiring Challenges:** A manual hiring approach that wasted valuable time and effort and led to too many "not-a-fit" applicants.

**Solution:** With Hyrell, Club Fit eliminated manual efforts, freed employees to focus on higher value tasks, and significantly improved the quality of hire.

## Committed to Improving: Selecting Hyrell

After stepping back and objectively looking at just how much time and effort Club Fit's hiring process required, Kress decided it was time for a change. Her first step was to visit the websites of many other health and fitness clubs, and she discovered that she liked the career sites that were hosted by Hyrell.

In early discussions, Kress remembers that she was impressed that the company had done its homework to clearly show how the Hyrell solution could help them meet their most demanding goals. "In testing the solution, they helped us develop positions and job descriptions that were directly related to health and fitness," Kress says. Additionally, Club Fit really liked the no-risk, one-month trial option, and Hyrell's overall low costs made the decision even easier.

"After the initial conversation, we never really even considered other solutions or other vendors," Kress says. "That's how confident we were in our decision."

## Hyrell Provides Business Benefits

Now, with Hyrell in place, Club Fit's managers work closely with HR to create position descriptions, which then get posted to all of the top Internet job boards. The Online Hiring Center function centralizes all the applicants, highlights the best-fit candidates, and simplifies the efforts related to scheduling interviews and communicating with applicants. "It can all be done in one-click," says Kress. "Even better, all of the information is in one system, which organizes the hiring process."

Kress also reports that while their total applicant volume went down slightly, the overall quality increased, especially for more specialized positions that may require certifications or particular skills. "The Hyrell system has allowed us to really target our hiring efforts," says Kress. "This means we don't spend as much time focusing on candidates who aren't qualified or don't fit our open positions."

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Teresa Kress  
**HR Director, Club Fit**

For Club Fit, such time savings have led to greater productivity for hiring managers and HR. “We’ve really noticed the difference,” says Kress. “We can focus on applicants qualified for openings we are currently accepting applications for; rather than applicants with no specific qualifications or job in mind.”

All of these benefits have paid off where it matters most: Club Fit’s quality of hire metric. “We’ve been able to use the Hyrell solution to hire a full range of positions at the company, including our assistant general manager,” explains Kress. “The Hyrell solution helped us identify the best candidate for the job – in this case, even hiring from within – and we are confident we got the right employees for the job.”

### **About Hyrell**

Hyrell provides powerful recruiting and hiring management solutions to franchise businesses in a wide range of sizes and industries. The Hyrell cloud-based hiring system helps organizations find, qualify, engage, and hire the best applicants possible to deliver business results that matter. For more information, please visit [hyrell.com](https://hyrell.com).

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