



Chad Benedict

VP of Sales

“CareerPlug’s Recruitment System is a true game changer, which easily allowed us to quickly meet our hiring & staffing objective. We now have higher quality staff and lower turnover which is reflected by our reduction in job openings.”

Gold’s Gym

Case Study



Company Overview

- Gold’s Gym Houston, part of the Gold’s Gym franchise group, has six locations in the Houston area.
- Gold’s Houston advertised for open positions with “we’re hiring” signs posted throughout their gyms and spoke one-on-one with members about job opportunities.
- Each location handled their talent pool and hiring process differently.

Their Challenge

- Gold’s Houston wasn’t generating the applicant flow they needed from their current channels and was struggling to make the hires they needed to run their business.
- They needed to attract a higher quantity and quality of applicants, as well as find a way to standardize their hiring process so all locations could implement an effective recruiting and hiring strategy.
- In 2014 the company made ‘Hiring & Staffing’ one of their main objectives for the year, focusing on finding solutions that would centralize their hiring process and increase applicant flow.

Our Solution

- CareerPlug worked with Gold’s Gym to implement our system and distribute job postings to high-traffic job boards, making their positions visible and attractive to applicants.
- By utilizing the system at all of their locations, they were able to standardize their hiring process, while efficiently educating all of their owners and managers.
- Gold’s Gym Houston began to see an immediate increase in applicants and actually **received more applicants during the first two weeks using CareerPlug than during the entire previous two years.**

