



# The Goodman Group Uses OnShift To Improve Recruitment & Staffing Consistency

## Key Results

**2X**

The number of applications per job opening

**23%**

Increase in shift pickup requests

Maintained high staff  
**Satisfaction**

**100%**

Increase in applications per job opening

## About The Goodman Group

The Goodman Group manages 33 assisted living, memory care, skilled nursing, and independent living communities across the United States. They serve 10,000+ residents and employ 4,000+ individuals. The Goodman Group's mission is to enrich the quality of life by inspiring greater well-being in every individual. This mission extends beyond their patient and resident care to how they treat their employees.



The Goodman Group®

## Key Challenges

- Staffing shortages, especially during weekend and evening shifts, led to increased labor costs and decreased employee satisfaction.
- Disjointed systems for applications, background checks and offer letters delayed the hiring process and led candidates to abandon the job application process or find other work before The Goodman Group could make an offer.
- Inconsistent training and communication with new hires led to high employee turnover within the first 90-days of employment.

## The Solutions

**OnShift Schedule**  
Workforce Management Software

**OnShift Engage**  
Employee Engagement Software

**OnShift Employ**  
Talent Acquisition Software

**“We leverage technology to stay connected. One of the great things about OnShift is the ability to message all employees. This is a fantastic way to stay connected to the team. It could be used to simply share a message of gratitude for a job well done, but it also serves an operational purpose.”**

— Kim Te Brugge, VP of Senior Living & Healthcare at The Goodman Group

## The Strategies

### Ensure consistent staffing & reduce labor costs with improved scheduling visibility

- Mobile access to schedules and automatic approvals on shift pickups through OnShift Schedule led to a 23% increase in shift pickup requests and 400 hours in administrative time saved over the past year.
- OnShift's integrated messaging system allows schedulers to instantly communicate openings and general announcements to staff.
- Proactive scheduling alerts help identify excess overtime before it happens, allowing The Goodman Group to keep overtime to a minimum and reduce labor expenses.

**“With a change in moving to OnShift Employ, we were able to streamline the application process. In particular, the integrated background screening and electronic offer letters have been huge time savers for job candidates and our HR team. Now, we can move through the application and onboarding process much more efficiently.”**

— Kim Te Brugge, VP of Senior Living & Healthcare

## The Results

- **91%** of new hires say they are happy with their decision to join The Goodman Group
- **38% increase** in new hires who feel welcome over the past year
- **Staff satisfaction held steady at 75%** despite industry challenges
- **23% increase** in shift pickup requests over the past year
- **400 hours** administrative time saved with auto-approved shifts
- **22,366 employee pulse surveys** sent over the last 12 months

### Streamline the experience for job candidates & new hires

- Automated job postings to multiple job boards allow The Goodman Group to cast a wide net to find the most ideal candidates for each position, resulting in double the amount of applications in just four months of implementing OnShift Employ.
- OnShift's Employ's integrated background checks and electronic offer letters reduce administrative time and streamline the new hire experience.
- New hire surveys in OnShift Engage monitor satisfaction levels during the first 90 days of employment, leading to a 38% increase in new hires who say they feel welcomed at their community and 91% of new hires who say they are happy with their decision to join The Goodman Group.

### Improve employee satisfaction by capturing feedback & recognizing good work

- OnShift Engage's automatic points, redeemable for rewards, for key employee behaviors like tenure milestones, clocking in and out on time, consistent attendance, and responding to employee surveys help improve employee performance.
- Fast and frequent pulse surveys through OnShift Engage continuously monitor staff satisfaction and offer a chance for managers to quickly address concerns and support employee needs.
- Consistent recognition and empowering employees to initiate change helps The Goodman Group maintain consistently high employee satisfaction ratings despite staffing challenges, economic uncertainty, and pandemic-related stress.



**in the number applications per job opening within the first four months of implementing OnShift Employ.**

