

ONLINE JOB BOARD TRANSFORMS BUSINESS WITH WORLD-CLASS SERVICE & UNPRECEDENTED REACH

LogJobs Discussing his company's partnership with RealMatch, Tom McKenna, Vice President and Director of LogJobs, says, "The distribution is fantastic, the service is great, and the transition was smooth. I'm glad to recommend RealMatch to my peers across the industry." LogJobs, which supports the logistics and supply chain industries, left behind its own technology to adopt the RealMatch platform, and has seen great results: increased site traffic, higher-quality matches, and far greater exposure for their advertisers' job postings. The bottom line—LogJobs has increased its competitiveness in the recruitment advertising market and is experiencing a rapid evolution in vision and strategy along the path to reaching its full potential.

From Job Board to Recruitment Advertising Innovator—Forging Ahead

Since its inception in 1998 as a stand-alone job board, LogJobs has grown to become an innovative industry leader, matching highly qualified supply chain and logistics professionals with the right employers and opportunities—and achieving great results.

McKenna joined the company in 2007, with a wealth of experience in the advertising and digital media sectors. "I saw a rich opportunity in growing LogJobs and increasing our service capabilities," he says. "To reach our potential and compete against the leading brands in the industry, we needed to make more creative use of technology." Since then, LogJobs has delivered on its promise to enhance its value to employers, recruiters, and job seekers, by embracing cutting-edge technology that optimizes wide-scale job posting distribution and providing deeper engagement and better results.

Originally their job board featured an intuitive dashboard, where LogJobs' clients received a comprehensive overview of job posting performance and market visibility. To broaden its reach even further, LogJobs established a relationship with Simply Hired, an aggregator of online job listings, thereby bridging the employment gap for high-level job seekers and helping employers meet and exceed their staffing needs like never before.

"We were very successful and our clients loved the dashboard and overall service offering," McKenna explains. "But at that time, we were still operating much like a traditional job board that provided resume searches, even though we were always looking for ways to evolve the business faster toward greater innovation." Two key areas were quickly identified as limitations on LogJobs' ability to provide best-in-class service: keyword-based searching, which limits employer visibility to search results based on key terms and phrases, and distribution challenges, since postings were only seen by site users and when searched for on SimplyHired. LogJobs was eager to set itself ahead of the pack, and its decision to partner with RealMatch provided the right mix of industry expertise and innovative technology, helping to position the company as the leading logistics and supply chain job board.

Building a Robust, Performance-Based Job Board

When RealMatch approached LogJobs, McKenna immediately noticed a quantitative difference in their approach. "It was obvious that RealMatch was technologically very innovative and, with over 1,000 partner sites, they also offered a very large network that we could take advantage of," said McKenna. LogJobs decided to put RealMatch to the test—and the results were game changing.

In order to demonstrate to LogJobs the performance uplift their network delivers, RealMatch posted several of LogJob's current job postings on its network. "The results from the first seven job openings we gave to RealMatch were excellent," said McKenna. "We had outstanding traffic volumes and the quality of the matches was superb. That convinced us to become a full RealMatch affiliate immediately."

In order to benefit fully from everything RealMatch had to offer, LogJobs took a radical approach: It abandoned its own technology and had its services rebuilt on the RealMatch platform, which included an innovative new dashboard for customers. "The process of migrating from our home-grown technology to RealMatch's platform was very efficient and took less than three months," says McKenna. "The resulting service delivery environment combines the best of what we can provide with the vast capabilities RealMatch offers. It is extremely robust, which eliminates one of my main concerns."

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RealMatch Success Stories

Improved Employer Experience Means Better, Faster Matches

By working with RealMatch and eliminating the heavy reliance on keyword-based searching, LogJobs clients were able to find quality match results easier and faster than ever before. “As soon as LogJobs transitioned to the RealMatch platform, we experienced strong results and very high activity levels,” says McKenna.

Another benefit of the platform is Real-Time Job Matching™, which enables employers to quickly and easily see matched passive candidates—graded and ranked—from LogJob’s and RealMatch’s extensive candidate resume database. This saves employers both time and resources, allowing them to focus their energy on the most qualified applicants first, without having to search. “From the start of the engagement, we succeeded in improving the employer experience with more and better matches, and delivering them faster than we were able to before” said McKenna.

In the past, LogJobs would perform routine manual checks to verify the quality of results. This is no longer necessary. As McKenna explains, “We can now provide world-class service in the way we like. As a result, we have much higher-quality conversations with employers and are more effective in our outreach to them.”

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Advancing the Company Vision and Competing Successfully with Leading Brands

Simply put, moving to the RealMatch platform has improved and simplified how McKenna and his team run LogJobs. “I cannot emphasize enough the transformative aspect of this disruptive technology,” says McKenna. “We have gained the ability to deliver much more than simple job postings and resume access. In fact, we now can provide publishing of job opportunities with the widest possible reach, through the vast RealMatch network, without all the hassles of maintaining individual distribution arrangements like we had with SimplyHired.”

What’s more, instead of worrying about the availability of the site and the reliability of the infrastructure, McKenna is redefining his own role. “As a result of our shift to RealMatch, I can take a much more strategic view of the business,” he says. “Today, we perform planning at a more forward-looking, more ambitious level than we did before this transition.”

LogJobs’ competitive prowess has increased substantially. Says McKenna, “LogJobs today offers a quality of matching and diversity that exceeds or equals what much larger competitors offer. This means we compete very effectively with such established brands as Monster.com, Careerbuilder.com, Juju, LinkedIn, or, in our own industry, JobsInLogistics.com.”

Strategic Collaboration for Long-Term Growth

The LogJobs team continues to work with RealMatch to enhance distribution and matching capabilities as they relate to their niche industry. “RealMatch enables a fabulous collaboration,” says McKenna. With free marketing support and dedicated account managers, RealMatch provides LogJobs with the tools needed for ongoing support and success.

On the strength of its new job board technology, LogJobs consultants find it easier to win new business, and McKenna is adding people to the team. Because the LogJobs business model and approach are uncommonly innovative, consultants often prefer to invite prospects to see what LogJobs can deliver with a free, seven-day job posting, instead of giving long explanations. “We are improving our close ratio and also securing the business faster,” says McKenna. “Our RealMatch-powered service delivery capabilities give us a great opportunity to build a unique, powerful brand. We will capitalize on that in the years to come.”