

CASE STUDY

Boosting Candidate Conversions

powered by Curately + LaborEdge.



The Challenge

The Nurse Connection Staffing faced three costly problems hiding in plain sight.

Slow Response Times

12–24 hour delays meant candidates accepted competing offers first.

Job Board Dependency

Rising costs, no owned pipeline, and zero long-term value.

Recruiter Overload

Manual screening left no bandwidth for high-value placements.

The Turning Point

The solution was already in their database. They just needed a way to tap into it.

Engage Instantly

Respond to every applicant within minutes, 24/7.

Convert Existing Leads

Activate qualified talent already sitting in the database.

Empower Recruiters

Eliminate manual tasks. Focus on placements and relationships.

The Solution: Curately + LaborEdge

Two tools. One seamless workflow. Zero disruption.

Maya by Curately

- Instant outreach, 24/7
- Automated screening and qualification
- Warm handoff with context

LaborEdge Integration

- Fits existing recruiter workflows
- Unified pipeline visibility
- No retraining required



Candidate
Applies

Maya
Engages &
Screens

Recruiter
Receives

The Results

Measurable impact, almost immediately.

~1 min

Speed to Contact

Down from 15 hours.

45%+

Applicant
Conversion

Up from ~35%.

28%

Overall
Conversion Lift

Across the full
recruiting funnel.

7 hrs

Saved Per
Recruiter/Week

Redirected to high-
value placements.

Before vs. After

Before ❌	After ✅
12–24 hour response delays	Instant replies, 24/7 coverage
After-hours applicants were missed	Nights, weekends, holidays covered
Manual screening used recruiter time	Automated qualification, full handoff
~35% applicant conversion rate	45%+ applicant conversion rate
Hours lost to cold outreach	~7 hours/week recaptured
Candidates went cold or left	First-to-engage on every application
Heavy reliance on job boards	Owned database pipeline activated
Burnout and low satisfaction	Higher productivity and job satisfaction

The Recruiter Impact

Better tools mean better work, not just better numbers.



Fewer Cold Calls

Only engage pre-screened, interested candidates. No wasted outreach.



Faster Placements

Pre-qualified leads shorten time-to-fill and boost revenue per recruiter.



Higher Job Satisfaction

Meaningful conversations replace frustrating cold calls. Burnout drops.

Key Takeaways



Your Database Is Gold

Existing CRM talent costs far less than new job board leads.



Speed Wins Placements

First to engage is most likely to convert. Always.



Proactive Beats Reactive

Instant outreach changes conversion outcomes and cuts paid channel spend.



AI Enhances Recruiters

Automation handles screening. Recruiters focus on relationships and placements.



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