



# How Boon Helped a Leading Energy Brand Turn 40% More Referrals into 2x the Hires—and Save Millions



## CHALLENGES

- ✗ Low applicant volume
- ✗ Poor quality of applicants
- ✗ High turnover
- ✗ Low adoption and engagement with existing referral program

## RESULTS

- + Increased referrals by 40%
- + 2x the Support Hires, including drivers, maintenance, shipping & receiving.
- + Significantly reduced external recruitment costs

## THE CHALLENGE

Boon was hired by one of the world's largest energy-drink distributors to **unlock more value from their existing workforce** amid fierce hiring challenges. With unemployment at a record low and driver turnover at a record high, they needed not just more applicants, **but higher-quality candidates**.

The distributor had an **employee referral program** in place before they called Boon, but few on their team had adopted the system. Largely seen as **cumbersome, unheard of or confusing**, most people were simply ignoring the referral process.

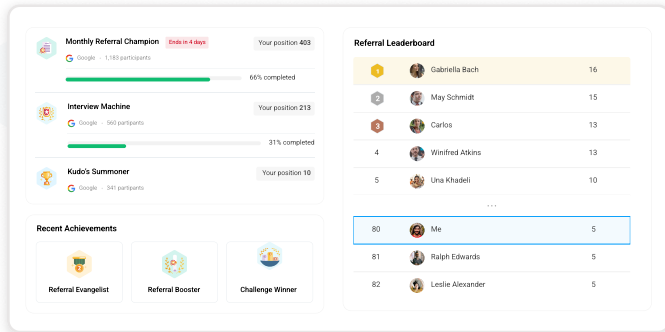
It was out of sight, out of mind and eventually out of commission, leaving the company with a **hefty external recruiting bill for each new placement or hire**.

**Turnover on large fleet truck drivers averages 89% while smaller carriers see an approximate 77% rate of attrition.**

– *Trucking.org*

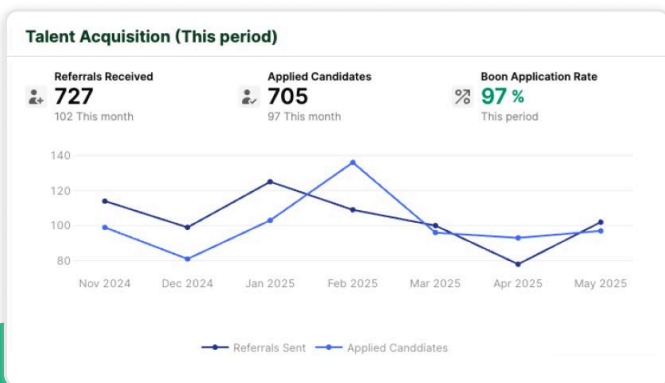
## THE SOLUTION

Boon rolled out their gamified employee engagement platform and immediately won fans within their **engineering, sales and IT departments.**



When it came time to launch the platform within their **community of drivers**, they had high hopes, but never expected to land **double the placements** they had through conventional channels.

The distributor found that drivers were largely **engaged on their phones** and sharing a job with other drivers had become **as easy as liking a photo or sending a Tweet**, but they were getting paid for it.



“Working with Boon was one of the best strategic decisions we’ve made as a company. We now have a powerful advantage in the war for talent against our competitors.

- VP Talent Acquisition

Their engagement rates were some of the highest in the company with their placements battling back the eye popping turn over rate that had become industry standard.

**After 6 months, 100% of placements made by Boon referrals had remained in their roles.**

## 6 Key Steps To Success

1. Start With a Pilot Team
2. Set Clear Goals & Rewards
3. Track Results & Gather Feedback
4. Share Wins & Testimonials
5. Customize for the Next Team(s)
6. Repeat & Expand in Waves

## Bonus Wins

- + Diverse, Referral-Backed Hires
- + Lower Costs, Higher Morale
- + Steady Flow of Quality Candidates
- + Employees as Brand Advocates
- + Fast Rollout. Rapid Adoption.

## THE BOTTOM LINE

Seeing that their greatest need was for a **higher volume of intentionally sourced candidates**, one of the world's largest energy drink distributors turned to Boon to help **engage and incentivize their team in recruitment efforts**.

**Annualized savings of nearly \$10M in recruitment costs!**

That partnership led to an annualized cost savings of nearly \$10M in recruitment costs.

**Turnover rates dropped** across departments with the increase of referral hires and **platform adoption only increased** when custom bounties were added (i.e. adrenaline excursions instead of cash rewards).

With Boon, they saw **more talent, less turn over and a team that was truly being invested in**.

*"We know employee referrals have the highest ROI, reduce both the time and cost to hire, while increasing quality and retention - so why not invest that money into your existing talent pool instead of giving it away to recruiting firms? Your employees are the best brand ambassadors for reaching passive job seekers – pay them a bonus instead of paying recruiters a bounty. Their networks open up a company to so much more representation and diversity while literally investing in your people."*

- Dakota Younger, CEO, Boon

Boon is the world's most agile referral hiring platform that scales across your entire community to deliver better hires, faster.

Boon starts delivering results within days. Watch as automation, AI-driven recommendations, and powerful engagement features magically scale your referral program.

Boon companies hire 52% faster, source 5x more referrals, and save 40% per hire.

**boon**

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