



Bardi Talent Acquisition Strategy Powers Company Growth

Bardi Heating and Air

www.bardi.com | customer since 2010 | 85+ employees



Vertical
Heating, Cooling
and Plumbing

Recruiting Solutions Implemented:

BirdDogHR Recruitment +
Applicant Tracking System
Wonderlic Applicant Assessment

Challenges

- Decrease employee turnover
- Staff to meet rapid company growth
- Implement a recruiting process to uncover top talent
- Build a talent pool to avoid a “panic hire”

Solutions

- Implemented BirdDogHR™ recruitment and applicant tracking system
- Developed intensive interviewing process uncover top talent

Results

- In 12 months, efficiently doubled company staff
- Over 12 months, increased employee retention by 25%
- Created a top notch talent community
- Shortened time to fill positions by 45%
- Ranked Top Workplace 3 years in a Row by Atlanta Journal Constitution
- Named #1 in Customer Service by BBB 2 Years in a Row
- Awarded 2013 Business of the Year by Gwinnett Chamber of Commerce



Bardi Heating and Air is a privately owned Heating Ventilation and Air Conditioning (HVAC) company located in Atlanta, GA. Founded in 1989 by Alex and Susan Bardi, the company has been providing the Atlanta area with quality HVAC services for almost 25 years. Bardi is home to an experienced management team, as well as an outstanding team of NATE certified technicians, whose number one priority is to keep their customers satisfied by “always, always, always doing the right thing.”

Growing a Business with the Best Talent

At Bardi Heating and Air, the organization knew they had made recruiting mistakes. They had made a panic hire and selected the first warm body that walked through the door, selected the best of a few bad candidates (which still left them with a bad hire), and they also quickly hired the “perfect” candidate, only to find out during onboarding that he wasn’t so perfect after all. With turnover getting out of control, Bardi’s Residential General Manager was presented with an even larger challenge: staffing for growth that would double the size of the company. He knew he needed more candidates in his pipeline and he needed to recruit and hire better quality employees. He set out to create a sustainable recruiting strategy, overhaul his job posting process, and improve his interview method.

Moving from a Panic Hire to a Talent Strategy

The Bardi team implemented BirdDogHR’s cloud-based recruitment and applicant tracking solution (ATS). BirdDogHR helped Bardi create a new career page on their website that acts as the central hub for all recruiting activities. BirdDogHR also helps Bardi get their jobs posted to HVAC niche specific forums and websites as well as posted to social media including LinkedIn. After applicants are directed back to the career page, Bardi responds with thank you letters and builds



a bench of candidates for future opportunities. This process allows Bardi to maintain a consistent recruiting strategy and build their talent pool even when they don't have an open position.

Another important component of the Bardi recruiting and hiring process is their proprietary four-step interviewing process. Consisting of a phone interview, initial skill assessment (powered by BirdDogHR hiring assessment partner Wonderlic), two face to face interviews and ending with a candidate presentation, Bardi has been able to identify candidates that are the best fit for their culture and uncover the top talent they need to support their growing business.

Top Talent Brings Momentum and Accolades

Bardi boasts amazing company growth and results that have been powered by the changes in their talent acquisition strategy. In the last twelve months they have doubled the size of their organization and also improved their employee retention rate by 25%. Transforming their panic hire reaction into an ongoing, organized talent acquisition strategy has also resulted in a better applicant pool to pull from. Today Bardi finds that the great candidates are actually seeking them out because they have become an employer of choice. Accolades continue to come for Bardi, as they were ranked the Top Workplace 3 years in a row by Atlanta Journal Constitution, ranked #1 in customer service by the Better Business Bureau, and the #1 Business of the year by the Gwinnett Chamber of Commerce.

BirdDogHR™ offers comprehensive talent management software and managed services — everything you need to guide the entire employee lifecycle. The cloud-based talent management system is straightforward and easy to use, so you can safely focus on implementing strategy — not learning new software or worrying it won't keep up with changing regulations. Managed services operate as an extension of your HR department and deliver the expertise and focus you need. Organizations can see ROI in effective growth management, bottom line results and compliance peace of mind. BirdDogHR specializes in high-consequence and government contracting industries because they have unique needs. Companies from other industries can use the BirdDogHR talent management solution — and they do — but the solution is built with the most rigorous compliance needs in mind. Visit us online at www.BirdDogHR.com.