



DirectEmployers
Association



RECRUIT
ROOSTER

Housekeeping Tips

- If you have Zoom issues, please email kacie@directemployers.org.
- Questions can be asked using the Chat and Q&A panels and will be read aloud at the end of the session.
- Today's webinar is being recorded and will be sent via email within a few days.
- This session has also been approved for HRCI and SHRM credits. Please email kacie@directemployers.org to obtain credit information.
- Don't forget to complete the post-event survey at the end of the webinar!

Last but not least...
Use #DEchat to tweet during the event!



frontdoor

“Curb Appeal:” Overcoming
Obstacles to Forge a New
Path to the Front Door

Introductions



Justin Clem

Sr. Director of Talent Acquisition &
Talent Management
Frontdoor



Seth Flater

Director of Sales Engineering
Recruit Rooster



Drew Palmer

Creative Director
Recruit Rooster

History of the Partnership



pingdom

solarwinds 


FLOWSERVE


frontdoor

Who Is Frontdoor?

frontdoor™



Who Is Frontdoor?

Frontdoor is a different kind of company. We're just over a year old, but we have nearly 50 years of experience as the leader in home service plans, and more than 65 million service requests under our belt. It's safe to say we know a thing or two about home repair and maintenance.

*Multiple (6) brands

*Multiple 8-10 locations - International

ABOUT FRONTDOOR

Industry:
Home Services

Empoyees:
2,300+

**Average Number
of Open Positions:**
120

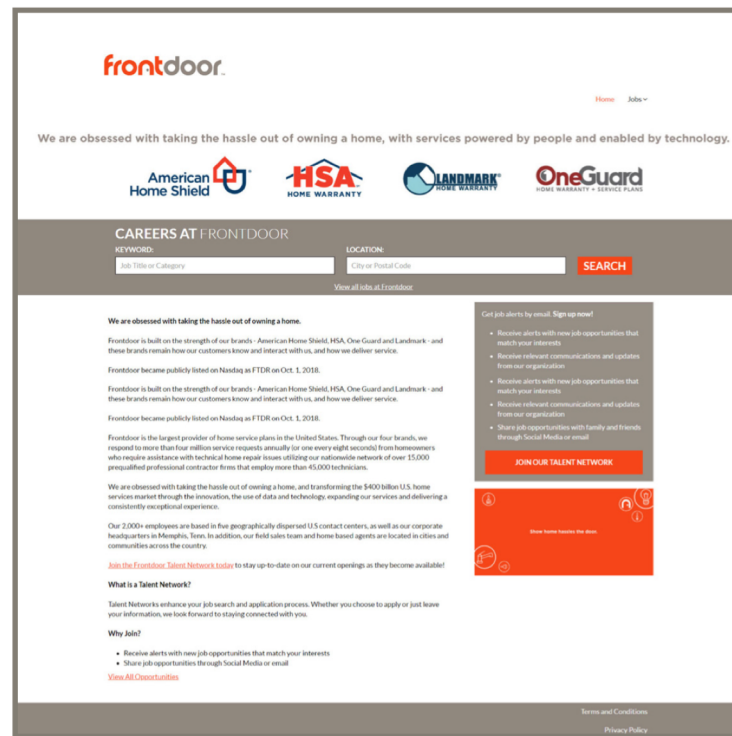


Memphis, TN

Frontdoor's Business Case

The past career site was not best in class and lacked:
SEO elements:

- Ownership of a relevant domain
- Branding and lacked imagery
- Ability to provide insight to the culture through video
- Key features, such as a Veterans Crosswalk
- Many more



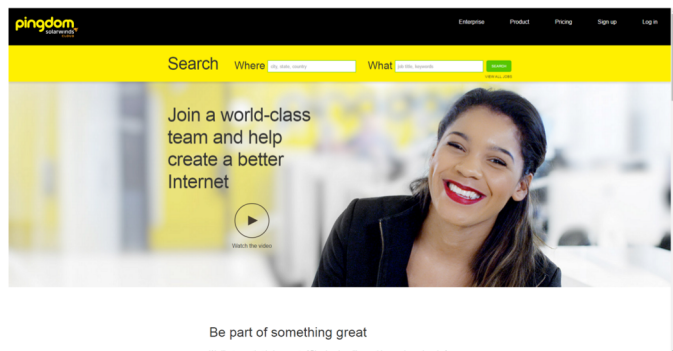


The Journey

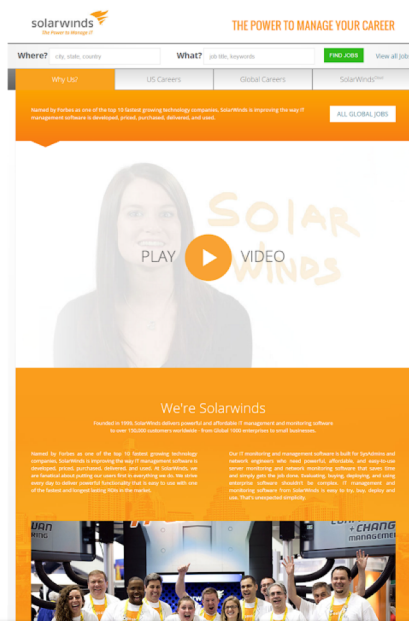
Like all of Recruit Rooster's career sites, Frontdoor's new site was intentionally built to be accessible, search engine optimized, and mobile responsive. Since the previous career site did not have a unified place to search for open positions, this was the Roosters' natural first step. It's no secret that an ATS job search experience is not ideal, and thankfully, the new job search page keeps the candidate on the career site while browsing through open positions and jobs descriptions until the moment they click apply.

Design Recommendations

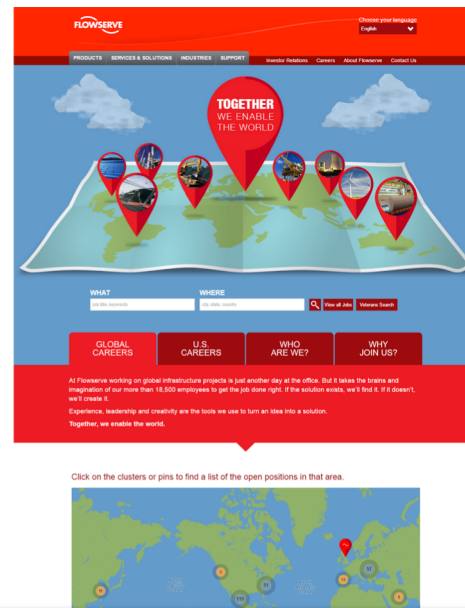
pingdom



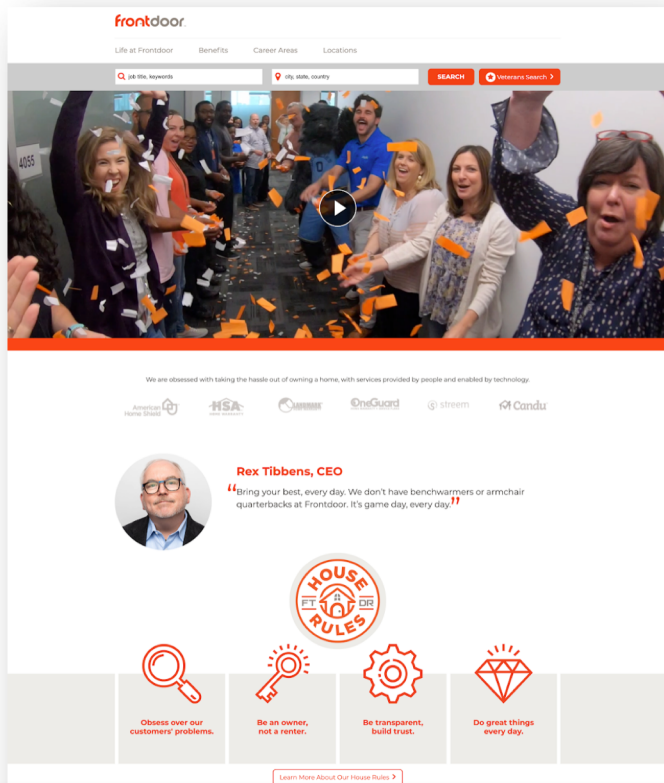
solarwinds



FLOWSERVE



Frontdoor's Career Site



Career Site Products Implemented:

- Flexible Homepage Template
- Three Static Content Pages
- Three Featured Career Areas
- Military Skills Translator

Analytics

27,800+

VISITS PER
MONTH

25%↑

INCREASE IN
VISITS SINCE
LAUNCH

514%↑

INCREASE IN
APPLY CLICKS
SINCE LAUNCH

Brainstorming

Kids



Sock Puppets



First Person





Pre-Production Test

The Rooster team created a test to make sure the concept would work and the quality was at a professional level

Execution

Creative Content Services:

- Two Days On-site
- 45 Professional Images
- First Person Candidate Experience Video

frontdoor.

First Person Interview Video

Scene 1: entrance

- Elevator doors open
- Walks to front desk - Chats: "You're here for an interview correct?"
- Greeting in
- Chats walks by and waves to front desk person.
- Greeted by Chats - "Are you here for the interview? Let me take you back"
- "Frontdoor is at about"
- Shows the way to the interview room
- Walk by passag on treadmill desk

Scene 2: Interview - Time Lapse (Record later)

- Sit down and proceeds to interview "Let's get started"
- Justin and Meredith conduct the interview - **5:15-5:30**
- House rules in the interview - 5 sec question
- Speed through interview - based on comments, continue speed
 - "So tell us about how you're a problem solver"
 - "So how did you find Frontdoor?"
- Interview ends with positive vibes and excitement
- Sits "The Ask Offer" across the desk
- Handshakes across table

Scene 3: Post Interview - Tour of the building begins

- Turnout of people - at least **5:15 people** lots of energy, **5:15**
- Corridor
- End of the tunnel freeze frame on the CEO
- CEO waves you to his office, hands signed ping pong paddle "You'll need this later" "Oh great things"

Begin The Tour - Chats Guides the tour

Scene 4: Observe over customer

- Chats "Let me give you a tour and we'll find your desk"
- Carrying ping pong paddle.
- Walking by
 - Values quote on wall - "we OBSESS over our customer's needs"
- This is our customer service department, full of hardworking employees
- Overhear a customer service call "It's ok whatever I can't help you solve this problem?" "No need to thank me - I'm just doing my job"

Scene 5: Trust Fall-Be Transparent, Build Trust

- Trust Fall - **5:30** and **5:30:30**
- **5:30:30**
- Carrying ping pong paddle

Scene 6: Conference call

- **5:30** working in cube as you walk by
- Peek into conference room with call of different locations. **5:30:30**
 - Map of Locations
 - Half moon couch or mega room - 2 people in person, 2-4 on call
- Carrying ping pong paddle

Scene 7: Front Porch

- Front porch - **5:30:30** with **5:30:30** on leash on grass by fire hydrant, "I mean I don't have all day"
- **5:15 people 5:15:15**
- Carrying ping pong paddle

Scene 8: Desk

- Arrive at my future desk
- Name plate - "Your Name"
- Greet toasts - "Frontdoor swag"
- "Be an Owner vs Renter"
- **5:30:30** **5:30:30** - "1st day huh? Welcome to the team"
- Chats: "There's a ping pong tournament right now, come on."
- Picks up ping pong paddle and looks at it, looks up at ping pong table

Scene 9: Ping Pong

- "Oh Great things everyday"
- Ping pong match with first person POV
- CEO/Chaper flashback "So great things"
- Crowd - **5:15 people, 5:15**
- Opponent
- You win match, everyone cheers **1 person** - high five, "lets celebrate"

Scene 10: Bar

- Celebrating at a bar cheering with the team / celebrate on front porch
- "Welcome to the Frontdoor team"

Scene 11: Gladly reveal text

- Staff comes out of restroom with **5:15** head / costume

Funny Events

- Ping Pong - Intense match - Person spikes a winner and is carried off by crowd.
- Reveal



Execution



Final Product

[Life at Frontdoor](#)
[Benefits](#)
[Career Areas](#)
[Locations](#)

[SEARCH](#)
[Advanced Search >](#)

We are obsessed with taking the hassle out of owning a home, with services provided by people and enabled by technology.

Rex Tibbens, CEO

"Bring your best, every day. We don't have benchwarmers or armchair quarterbacks at Frontdoor. It's game day, every day."

Obsess over our customers' problems.

Be an owner, not a renter.

Be transparent, build trust.

Do great things every day.

[Learn More About Our House Rules >](#)

We're difference makers at Frontdoor. It's not just what we do, it's who we are. It's our purpose. It compels us to think big. To think beyond ourselves. To challenge each other. To live our House Rules.

[Learn More >](#)

Our Career Areas

Customer Impact Roles

Our Customer Impact teams are talented, purpose-driven people who bring their best every day and aren't quit until they've taken the hassle out of owning a home. Across all our locations, our associates are building a culture of ownership and innovation that defines Frontdoor.

[Find Jobs >](#)

Innovation Roles

Our engineering teams are building game-changing technology that will transform the home services industry. We are looking for disruptors to help us build our future product portfolio to revolutionize home ownership. Come revolutionize with us.

[Find Jobs >](#)

Business Roles

Hiring the best business support roles is vital to the company's rapid growth and continued success. Whether you are in Marketing, Finance, HR, Legal, Facilities, etc. it would not be possible to be the largest provider of home service plans in the United States without each of these critical roles.

[Find Jobs >](#)

Disclaimer: The above statements are intended to describe the general nature of the work being performed by employees assigned to this classification. They are not an exhaustive list of all responsibilities, duties and skills required for the position. American Home Shield and Frontdoor are committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity Employer. Minor discrepancies in wording between our website and our internal systems are possible. Specific details and responsibilities are subject to change without notice.

Final Product





Questions





Thank You!
