

## Situation

Trades Holding Company is a franchisee operator of Mr. Rooter (plumbing), Mr. Electric (electrical), Rainbow Restoration (water and fire damage, mold), and Aire Serv (HVAC) residential home servicing brands.

Trades is the largest Mr. Rooter Franchisee and employs more than 380 full-time employees including 262 trade professionals across Ohio, Indiana, and Kentucky.

Trades continues to expand its footprint through inorganic growth strategies.

## Challenge



Trades successfully implemented staffing software to assist with its efforts to better recruit, place, and retain technicians, but management had a hard time getting the level of detail needed to better track submissions, new hires, terms, conversion rates, and recruiter performance.



The Trades team needed a holistic view of their staffing situation across locations and brands.

## Action



Connected to staffing system data and ran through BUCS end-to-end data management platform.



Developed recruiting data structure to provide granular level detail across all relevant recruiting metrics.



Provided analysis that better informs recruiting executives in near real-time of staffing situation across all locations and brands.

## Result

### 15 Days

from implementation of staffing software to connection to BUCS to structured analysis.



BUCS was able to help us get visibility into our recruiting function in just a matter of weeks. By providing analysis on recruiters, candidate submittals and hires, sources of hires, terminations, and tenure, we were able to better track trends across all of our markets with minimal downtime.

Kim Weaver  
VP of Talent Acquisition



## Systems Integrated



BUCS launched the first version of our platform in 2016 to help mid-market companies improve performance through better information. This idea has blossomed into an end-to-end data management platform used by high-growth organizations, private equity firms, and top professional service firms. They rely on our platform to drive efficiency and increase decision velocity, resulting in value creation greater than 5% of revenue.