



21

hires made

67%

candidates received an offer

80

interviews conducted

## The Challenge

Guitar Center experienced a tremendous surge in instrument sales during the pandemic. With this came a need to increase phone sales and customer service headcount. The talent team found the role difficult to fill using job boards however because of the specialized music and instrument knowledge required. Furthermore, candidates needed to be located in the two U.S. states, near to the brick and mortar call centers that Guitar Center operates.

Previously, the Guitar Center talent team increased budgets on job sites in an attempt to attract more applicants. Sites like Indeed were not delivering the necessary volume of qualified applicants. Guitar Center was facing the challenge of not being able to attract the right candidate, effectively screen out unqualified candidates and scale this process fast enough to keep up with the surge in customer requests on the business. This challenge ultimately meant the sales and support roles were not being filled quickly enough - costing the company potential sales and gains in customer satisfaction.



Guitar Center is the world's largest musical instrument retailer with approximately 300 locations.

## The Solution

Guitar Center partnered with Frontier to see if Frontier's sourcing approach could generate the necessary volume and quality of applicants. Frontier's interview platform was also critical in helping the Guitar Center talent team quickly meet qualified candidates and provide same day or next-day offers.

Thanks to Frontier's platform, Guitar Center conducted approximately 30 interviews every month with qualified candidates. These interviews were sourced, screened and scheduled by the Frontier platform. After a three month period, Guitar Center had a 67% offer rate across 80 interviews. Guitar Center was able to hire 21 candidates in three months, meeting 100% of their hiring goal.

## Powering High-Volume Talent Teams



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