SKYMINT
BRANDS

Increasing quality applicants and speeding up hiring by 45%

A partner of Skymint since August 2020, FlowerHire has been successfully placing dozens of senior salaried employees and executives, including:

Vice President Retail

Director of Edibles Manufacuturing

Corporate Controller

Director of Cultivation

Senior Brand Marketing Manager

Chief Compliance Officer

Field Marketing Manager

Regional Retail Manager

General Manager

Sales Analyst

FP&A Manager

While successfully working with FlowerHire's **senior salaried** and **executive services**, it remained a challenge for Skymint to source and recruit viable candidates for **hourly roles**, making it difficult for Skymint to scale. Across retail, cultivation, and manufacturing, there was a need to improve:

Time to hire

Quality of candidates

Retention of frontline employees

To solve Skymint's problem, FlowerHire brought FlowerHire X to market.

FlowerHire X is a software product built to help cannabis companies hire hourly workers, increase quality of candidates, retain frontline employees, and decrease time to hire.

> **"FlowerHire is a truly a partner. They're innovative, trustworthy, try new approaches, problem solve, and implement feedback – which is essential to get results in the rapidly evolving cannabis industry."**
>
> — Jason Desentz, Skymint Chief People Officer

The following presents an overview of Skymint's engagement with the FlowerHire X platform.

FlowerHire　　info@flowerhire.com　•　flowerhire.com

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*Despite Skymint's focus on their people, **hiring hourly employees was a challenge**. In such a rapidly growing company, Skymint needed to hire employees more quickly, and the HR team needed to save time and increase the number of quality applicants.*

SPEED

CHALLENGES

Skymint was growing rapidly and needed to find and place quality applicants efficiently. The primary applicant tracking system (ATS) that was used was very manual, cumbersome, and time-consuming. Challenges included:

- Getting jobs quickly posted to well trafficked job platforms like Indeed™
- Finding and filtering through hourly employees wanting to grow with Skymint
- Implementing hiring processes to meet fast-paced company and industry needs

These simple tasks were taking up Human Resources' time and costing money.

SOLUTIONS

The FlowerHire X platform was able to speed up the hiring process and fill roles faster. With FlowerHire X, Skymint was able to:

- Download all qualified resumes in seconds
- See all applicants on one screen
- Toggle between different filter settings
- Click through applicants' stages of progress
- Complete all tasks from one page

Convenient, time-saving features allow hiring managers to compile a stack of resumes into a zip file in just a few clicks.

Skymint was able to quickly find qualified candidates and send them to the hiring manager in seconds – speeding up the hiring process.

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APPLICANTS

CHALLENGES

Finding applicants who have both cannabis experience and align with the employer brand was a challenge. In Michigan – where Skymint operates – cannabis industry experience is rare. As a result, it was imperative to:

- Increase number of quality applicants
- Easily sort through resumes for both skills and keywords that indicated applicant fit

SOLUTIONS

With FlowerHire X, Skymint open roles automatically went to free job boards that their previous applicant tracking system (ATS) did not reach, increasing the number of quality applicants. FlowerHire X features also helped Skymint efficiently sort through resumes and applications by filtering for specific candidate qualities.

Skymint was able to quickly find people who:

- Have a stable job history
- Have agriculture, horticulture, and/or customer service experience
- Work in a specific geographic location
- Gave the desired response to specific questions

FlowerHire X then sorted the chosen applicants and ranked them best-to-least "fit" by the platform's proprietary fit score.
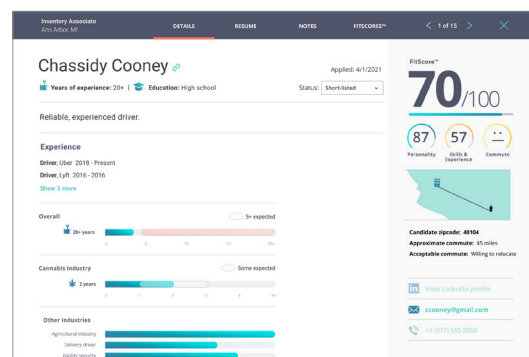
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THE RESULTS

SPEED

The time it takes to hire has gone down. **What was taking us about 60 days to fill an hourly position, now takes Skymint about 30-35 days.** Features like automatic job board posting, user-friendly views, and easy resume download have contributed to the time savings.

APPLICANTS

The number of quality applicants has gone up. In just 3 weeks, we received close to 80 applicants for an open role on FlowerHire X. The previous applicant tracking system (ATS) brought in about 45 applicants. **FlowerHire X brought us almost double the number of quality applicants in the same amount of time.**

ROI

Time is money.

> **"The amount of time FlowerHire X has saved the HR department has increased our ROI."**
>
> - Jason Desentz, Skymint Chief People Officer

Partner with FlowerHire to efficiently build your world-class, industry-leading team. Contact us today.

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