

# Enhanced Recruiting Strategy: How MetaBank Streamlines Recruiting with ClearCompany

## The Customer

Headquartered in Sioux Falls, S.D., MetaBank operates in both the Banking and Payments industries. Within Banking, the traditional retail bank business operates 10 branches in four market areas: Central Iowa; Storm Lake, Iowa; Brookings, S.D.; and Sioux Falls, S.D.; and also includes AFS/IBEX, its insurance premium financing division. Meta Payment Systems, its electronic payments division and Refund Advantage, EPS and SCS, its tax-related financial solutions divisions, comprise the Payments business. Meta Financial Group, Inc.® (NASDAQ Global Market®: CASH), is the holding company for federally chartered savings bank MetaBank, Member FDIC.

## The Challenge

MetaBank was running into challenges with both their candidate and hiring team experiences. With nearly a quarter of the candidates visiting the career site on phones or tablets, the recruiting team knew they were losing a lot of qualified candidates who expected to easily apply using a mobile device.

Additionally, as a Financial Tech organization, MetaBank's hiring process has many compliance-related steps. From background checks to offer letter approvals, the team was mired in administrative tasks that were being completed manually and took up too much of their time.



*We needed to use our recruiters' time more effectively, so they could focus on the candidate experience rather than doing administrative tasks. We relied on our admin for background/credit checks, and some information would get lost in translation. We would have issues with communication to our IT department getting equipment set up. Our Audit department would come back because titles would be confused or other clerical issues were happening.*



**Samantha Turnquist**  
Recruiting Coordinator, MetaBank

Logging administrative hours cut into the time recruiters could be using to focus on their hard-won candidates, making it difficult to prioritize candidate interaction. Once the team was ready to extend an offer, they were creating each letter from scratch and spending time chasing approvals while the potential new hire waited.

*"We had to find an email template, type in ten different fields (position title, location, candidate name, etc.) then send it to two different people. Once approvals were back, we would have to find another word template, type in the correct fields, save it as a PDF, edit the PDF to have a signature line, and send it to the candidate."*

## The Solution

*"One of HR's strategic objectives is developing an Enhanced Recruiting Strategy."*

MetaBank used ClearCompany to enhance and modernize their recruitment strategy. A mobile-optimized application process increased their candidate flow. Potential applicants were no longer deterred by a questionnaire full of small fields that could not be easily read or answered on a mobile device. Additionally, credit and background checks could be requested at any time with one click, with results automatically appearing attached to candidate profiles for future reference. Offer letters were templated along with a chain of approval. The hiring team simply needs to fill in required fields and click send.

These simplified processes ensure candidates' information is captured and gives recruiters back their time to use it on what really matters: giving candidates the same quality experience MetaBank provides to their customers.

*"With ClearCompany, our candidates get the experience they deserve."*

## The Results

*"The offer letter process has been cut from about 20 minutes to 2."*

MetaBank and their recruitment team no longer spend hours each day on background checks, credit checks and offer letter approvals. Candidates can now quickly fill out important forms from anywhere, instead of having to print and fill out a PDF. Additionally, MetaBank is seeing candidates applying using mobile devices, giving them a more robust talent pool to work from.

## Why ClearCompany?

*"Besides ClearCompany's amazing customer service, I like that they update their software to give clients what they need. They really listen to client feedback and I have seen changes that I've requested actually happen."*

ClearCompany's award-winning Customer Success team has been with MetaBank every step of the way.

*"The customer service is huge. Being able to live chat or send an email to our Strategic Advisor is great. It's not every day that we need to reach out to live chat for an issue, but when a big problem arises, it's great having that service. Even the background check integration customer service is top notch. I get a response right away from a real person. If there's ever an escalated issue, I know who to contact to get it taken care of."*

## The ClearCompany Response

"Hearing that Samantha and her team are moving more candidates through their hiring process faster and are saving time on background checks and approval processes is outstanding! Our team wants to simplify processes without removing the human connection, so we develop tools that cut down on administrative time and promote our clients' brand and voice."



**Sylvie Woolf**  
Director of Customer Success,  
ClearCompany

**Create the experience your candidates and hiring team deserve with ClearCompany. [Learn how!](#)**