**Voca Switches to CEIPAL & Saves $40,000!**

After years of being locked into a contract of +$40,000 with an ATS provider, Voca decided they needed a change. Then, they found CEIPAL, an ATS platform that provides end-to-end recruitment solutions, responds to every request within 48-hours and saves +75% on overhead costs.

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**Who is Voca?**

Located in Rochester, MN, Voca is a leading relationship organization dedicated to pairing people with exceptional companies. Founded in 2005, Voca places talent in the healthcare, professional, legal, financial, travel, and technology industries. Learn more about Voca [here](#).

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### I. Voca’s Challenge

With +20 recruiters, 1 million candidates in their database, and plans to expand further into the healthcare industry, Voca needed an ATS platform that would help them grow. So, they invested in one of the most established (and expensive) ATS providers in the industry. Unfortunately, they quickly discovered that despite its reputation, this provider did not perform as expected.

“Within months of onboarding, I realized that this ATS would not work out,” said Casey Fuller, Vice President of Voca.

But why? In our conversation with Fuller, three major issues were revealed:

1. **The platform was too expensive for what it delivered.** For the price of $170 / seat, this ATS only provided bare-bones software. To save money, Fuller’s entire finance team shared one login—not even the CEO had his own account. Plus, to equip his team with end-to-end recruitment solutions, Fuller had to shell out for “add-ons,” such as resume aggregators. The result was an extra +$20,000 / year in software costs.
2. **The customer service team was not responsive.** With over 10,000 clients, Voca's former ATS customer service team did not have the bandwidth to provide comprehensive customer support. “In our six years as customers, not one of our customer service tickets was addressed,” said Fuller. “I would get an automated response, which said everything was operating as intended.” Simply put, Voca’s specific needs were not prioritized.

3. **The platform failed to modernize quickly.** To keep up with the competition, Voca needed a dynamic platform with feature-rich capabilities. But, their former ATS’ rate of modernization was too slow. “When I asked, it was explained to me that this ATS is built on closed-source technologies,” said Fuller. “And that resulted in slower innovations which, unfortunately, didn’t keep up with my team’s needs.”

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**CEIPAL was more user friendly than any other ATS we looked at. And the fact that the CEIPAL sales and development team said, ‘Whatever you guys want, we'll build it for you. We're going to give you a customizable platform for your business to operate.’ We just didn't see that with any other ATS.**

— Casey Fuller, VP of Voca

### II. Making A Change

To successfully execute their market expansion, Voca knew it needed to invest in a more cost-effective, more responsive ATS. But, selecting a platform that delivered savings and best-in-class solutions presented its own challenge.

When they went to the ATS marketplace, Fuller and his team decided to invest in the highest-quality platform available. “It wasn’t about cost,” Fuller told us. “What we wanted was functionality, customization, and the total solution.”

So what did that mean for Voca? Together, Fuller and his team decided on their top two priorities:

1. **End-to-End Recruitment Solutions.** With their former ATS, Voca was constantly investing in additional recruitment software so teams had everything they needed. Not only did this mean extra expenses—but it also widened the margin of error between systems. That meant a higher likelihood of lost profitability due to useless technical malfunction.
2. **Responsive Customer Service.** After years of being ignored by their former ATS’ customer service team, Fuller was ready for a software provider that cared about their customers. Ticket systems or help forms were red flags. What Voca wanted was an engaged and responsive customer support team, with dedicated account managers, who would help them optimize growth and profitability.

After months of evaluating the entire ATS market, Fuller’s team narrowed the options to six finalists. Of these, he asked his team to vote on the winner. Unanimously, CEIPAL was everyone’s preferred platform.

“"The platform was just more user friendly," said Casey. “And the fact that your sales and development team said, *Whatever you guys want, we’ll build it for you. We’re going to give you a customizable platform for your business to operate.* We didn’t see that with the other ATS’s. CEIPAL was the clear winner.”

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**III. The CEIPAL Solution**

At CEIPAL, we saw a huge opportunity with Voca. After Fuller and the Voca team had used CEIPAL for one year, we asked for their favorite things about the platform. Here’s what we heard:

1. **Feature Performance.** With CEIPAL, Fuller was able to erase all third-party recruitment solutions from his overhead costs. “Between 2018-19, I spent over $18,000 with resume aggregators,” Fuller said. “As soon as we got CEIPAL, I canceled that service because the CEIPAL aggregator actually works better than our previous provider.” The breadth and depth of CEIPAL’s feature offerings made the platform an all-in-one solution for every recruitment need.

2. **Flexibility & Configurability.** “The ease and flexibility of changing and customizing the platform is a huge benefit,” Fuller immediately said when we asked him about CEIPAL. He pointed to the user-friendly interface, the intuitive configuration process, and the fact that with CEIPAL, any recruitment solution can be integrated at no additional cost. “The big thing for a staffing firm is to make sure that all your systems effectively talk to each other,” Fuller said. “And CEIPAL is the master of that.”

3. **Responsive Customer Service Teams.** For Voca, the switch to CEIPAL was like night and day. With CEIPAL, Voca was assigned a dedicated account manager they could call at any hour, with any request. “When I have a need, within 24-48 hours the CEIPAL team fixes it, and they fix it the way I want it to be fixed. As a consumer of your product, that’s huge,” said Fuller. “You don’t see that with any other ATS.”
4. Optimal Cost Savings. It may sound too good to be true—but the reality is that with CEIPAL, Voca saved over $25,000 on license price alone. “We went from having 15-16 users, to having over 25 CEIPAL users—suddenly everyone could have their own account. That resulted in +$25,000 annual savings in direct costs alone.” Add to that the $20,000 saved on third-party software, and CEIPAL’s solution cut +$40,000 off Voca’s overhead costs.

CEIPAL offered a customizable platform for our business. We didn’t really see that with any other tool. The platform’s overall presentation, its user-interface—our team unanimously voted yes.

-- Casey Fuller, VP of Voca

IV. The CEIPAL Impact

+$40,000 Hard Savings

48-Hour Request Turnaround

No Integration Fees

Our team proved to Voca that ATS platforms can be cost-effective and high-quality. With Voca, we configured our open source platform so it matched their recruiting process step for step.