Quality Staffing of America Inc.
Saves +75% with CEIPAL

A staffing firm specializing in MSP programs, Quality Staffing of America needed an ATS that would help optimize profits. With CEIPAL, they received +$40,000 in hard savings, along with free VMS integrations, and 24/7 customer service.

Quality Staffing of America, Inc. Company Profile
Quality Staffing of America, Inc. specializes in the temporary placement of administrative, customer service, and professional personnel. QSA was founded in 2013 with the specific purpose of serving MSP/VMS contingent staffing programs for Fortune 500 companies. As a result, their processes and technology are designed to optimize serving those programs.

Learn more about Quality Staffing here.

I. Quality Staffing’s Challenge

A staffing company specializing in MSP programs for some of the world's largest corporations, Quality Staffing of America Inc. has one of the highest conversion rates in the staffing industry. And yet, despite the fact they had the market-share leader ATS, their system worked against them throughout the recruitment process.

In our conversation with Ken Richards, President of Quality Staffing, four major issues came to light.

1. Poor User Interface & Inefficient Workflows. The first red flag Ken saw was the ATS itself. “The platform's interface was clunky,” Ken said. “The entire product was not intuitive. Submitting a resume, which should be a one-click process, could take up to 5 minutes.”

Ken’s team reported that this poor user interface led to wildly inefficient workflows. And during Quality Staffing’s busy season, these inefficiencies had a significant impact on productivity.
2. **Low Performing System.** Ken’s second red flag was even more concerning than the first: *the ATS simply didn’t perform.*

“Basic functionality, like the search engine, was insufficient. Sometimes we searched for a profile and the system would fail to find it,” said Ken.

To make matters worse, the ATS had subpar customer service. Ken’s team would open tickets, then go back and forth with the customer support team for weeks. And in the end, almost none of Ken’s complaints were satisfactorily resolved.

3. **Fixed Contracts & High Costs.** Like many staffing firms, Quality Staffing of America has busy seasons and slow seasons. “We like to scale our recruiting workforce up and down throughout the year, based on ‘busy seasons’ on the market. That way, we don’t absorb too much cost when demand is low, but we can still take advantage of opportunities when demand is high,” explained Ken.

Ken’s former ATS provider prevented this flexibility in pricing. Locking Ken into a year-long contract, the provider refused to let Ken downsize his number of licenses, even if he was no longer using them. What’s more, this ATS provider charged for every “transaction” in the system. These hidden costs added up to $12,000 to Ken’s yearly bill.

4. **Integration Fees.** Operating in the MSP space means one thing for staffing firms: navigating VMS platforms. One of the basic requirements is integrating your ATS with your client’s VMS of choice. If you don’t integrate with their VMS, you don’t get their business: plain and simple.

Ken’s former ATS provider took advantage of this requirement, charging QSA for every single VMS integration. Every time Ken acquired a new client, he had to shell out to his ATS provider, seriously cutting into his profitability.

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“We went from spending $40,000/year with our former provider to spending under $10,000/year with CEIPAL. It was +75% cost savings for a more powerful and streamlined system.”

-- Ken Richards, President, Quality Staffing
II. The CEIPAL Solution

In such a low-margin business, Ken's team needed a more cost-effective ATS. By word of mouth, Ken found CEIPAL. And, after one demo, he decided this platform would fulfill these needs.

“Initially, I thought I was getting the same basic platform, but at a lower cost,” said Ken. “But what I've realized is that CEIPAL is something better.”

Why was CEIPAL the right fit for Quality Staffing? Here are a few reasons.

1. **Efficiency & Ease of Use.** What Ken immediately noticed about CEIPAL was its intuitive, customizable interface. Certain modules could be added or removed, based on Quality Staffing's needs, in a few clicks. “Switching to CEIPAL helped our teams be more accurate,” said Ken. “Our recruiters made fewer mistakes and more successful placements.”

   After switching to CEIPAL, Ken’s team increased their workflow efficiency by +50%. Ken's team members cited CEIPAL’s real-time job board search, paperless eBoarding portal, and business intelligence platform as some of the features they regularly utilize.

2. **Powerful Performance & 24/7 Support.** What CEIPAL offered went beyond ease of use - it was also a more powerful system. “What took an hour with our previous provider took minutes with CEIPAL,” said Ken. “In our business, speed is really important, the accuracy of transferring data is really important, and CEIPAL had all of that.”

   CEIPAL's powerful platform was bolstered by their customer support. Whenever Ken had a question about functionality, he reached out to his dedicated account manager.

   “We got a response from CEIPAL's customer service team within minutes of sending an email. They had an answer to our question and guided us through the process with a screen share,” said Ken. “The whole thing was resolved almost instantly.”

3. **Subscription Pricing Model.** CEIPAL offered Quality Staffing of America flexible pricing with a month-to-month subscription model. Adding and subtracting license seats was hassle-free. Plus, CEIPAL's license price was 80% less expensive than QSA's former provider.

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4. Integrated & Comprehensive Solutions. Unlike their former ATS, CEIPAL did not charge Quality Staffing of America for VMS integrations or transactions. In fact, the CEIPAL platform already integrates with +20 VMS providers, at no additional cost to CEIPAL users. The result was that Ken could instantly receive jobs from MSPs without worrying about hidden fees.

“Everything we need for our recruitment process is already built into CEIPAL,” said Ken. “The ATS integrates with the VMS naturally, helping streamline our workflow with our MSP clients.”

"CEIPAL was the ideal combination of all other ATS platforms our team considered. It’s simpler, easier, and it provides a comprehensive recruitment solution. The entire product works seamlessly."

-- Ken Richards, President, Quality Staffing

IV. The CEIPAL Impact

$40K

+$40,000 Hard Savings

Free VMS Integrations

+50% Faster Workflows

Our team proved to Quality Staffing of America that ATS platforms can be cost-effective and high-quality.

Find out how CEIPAL can take your firm to the next level today.