

FOR IMMEDIATE RELEASE

Company: QoreCareers

Email: Tami.Rubino@FiQore.com

Web: www.QoreCareers.com

QoreCareers launches talent solutions marketplace exclusively for retail dealerships that will transform recruitment and retention for the entire industry



The only company dedicated to connecting great dealerships with the best and brightest talent via education and a world-class candidate experience.

[Urbandale, IA, 8/12/2022]—QoreCareers, the sister-company of FiQore, is launching a brand new platform to bring additional services and solutions to retail dealerships. From automotive to RV to power sports, FiQore has been serving the retail dealerships through technology and talent for over a decade. QoreCareers will continue to broaden that legacy by helping dealers with one of their biggest pain points: recruitment and retention.

Almost every industry is facing severe labor shortages today, but for retail businesses - and more specifically retail dealerships - trends indicate that finding and keeping great talent will become even harder over the coming years. With over 2 million people employed by automotive dealerships alone, this segment of the workforce is critical to meeting our nation's transportation needs and spurring growth in our economy. QoreCareers has stepped up to meet this challenge by leveraging its industry expertise to create a sustainable, highly-skilled talent community that will give dealerships a competitive edge.

Same legacy of excellence, with a new focus on talent

Dealerships have some of the highest employee turnover rates of any industry. In fact, employee churn is estimated to cost automotive dealers more than \$5 billion each year - likely more when you factor in the negative impact a revolving door has on customer loyalty.

Most dealerships design their entire business model around selling their products and services, not hiring and retention. They spend their marketing budgets to acquire customers, not candidates. They don't have massive human resources departments to sift through resumes and promote their employer brand. Heck, most dealers don't even have enough time in the day to think about their employer brand. Second only to supply chain shortage woes, the tightening labor market is what keeps most dealers up at night.

QoreCareers talent solutions were specifically designed to ease this burden for dealerships and transform the candidate experience by promoting education and growth opportunities that are unique to the industry. As customer expectations, digitization and technology continue to disrupt traditional dealership roles and responsibilities, it's more important than ever to connect the *right* talent with these fast-paced, high-growth career opportunities.

QoreCareers Founder and CEO, Tami Rubino, has a long history of providing human capital management solutions for all types of businesses. Over the last few years, in her work with retail dealerships as President and Chief Integration Officer of FiQore, her passion for recruitment consumed every waking hour as she saw a widening gap between a dealership's staffing needs and the available talent pool.

“By focusing on candidate experience, employee onboarding, digitization and reskilling, we can make a dealership's workforce an invaluable competitive advantage,” said Tami Rubino. *“We know the dealership industry inside and out, even having owned a Ford franchise at one point in our lives. That experience coupled with a strong passion for connecting awesome people with great employers is why QoreCareers came to be. We won't rest until every role, at every dealership, is filled with a rockstar who loves their job.”*

QoreCareers' Take On Talent Solutions

Dealers must start by reimagining their employee value proposition beyond wages, as today's workforce is looking for so much more. By putting equal emphasis on the candidate-to-employee journey as they do on customer experience, Dealerships can gain access to the largest talent pool of engaged and highly-qualified candidates who are truly interested in what they have to offer.

Here's how they do it:

Using powerful and advanced technology platforms dedicated to the unique needs of dealers: The number of dealerships who use technology to engage with customers has soared over the past few years, but dealers may not realize it can be even more effective to engage prospective employees. By leveraging online tools that are exclusive to the industry, dealers can streamline processes and cut down on competitive noise to create a one-of-a-kind experience that appeals to the modern workforce.

Focusing on education and onboarding to ensure the journey from candidate-to-employee is smooth and successful: According to the Harvard Business Review, 80% of turnover can be attributed to bad hiring decisions. Even if you hire perfectly, but offer inferior onboarding, your chances of retaining that employee long term are slim. Creating a consistent, frictionless application-to-onboarding process is the

first impression of what it will be like to work in your store and dealers only have one chance to get it right.

Creating and promoting a compelling employer brand story that appeals to today's workforce: Almost all job searches today start online and 80% of those searches begin with Google. The very next click will either convert the job seeker to an applicant or turn them away in sheer frustration. The benefits of working for your dealership need to jump out immediately, but many dealerships are missing this opportunity by sending candidates to outdated career sites or a generic employment application with no job listings at all.

Building a talent community that is eager and fully-equipped to advance their career at a dealership: Rockstars in a dealership can move up the ranks quickly, which is very attractive to ambitious workers who may otherwise never consider a career in the industry - especially younger people who don't have a graduate degree or years of experience. QoreCareers is partnering with industry-leading educators, like the College of Automotive Management, to make high-quality, industry-specific career training more affordable and accessible. By helping our talent community prepare for a career they actually want, we'll improve job satisfaction, performance and retention. At the same time, we're building up organizational bench strength with a committed workforce of future leaders that are hungry for more. It's a win-win!

"QoreCareers is relentlessly pursuing ways to solve the labor crisis for our industry," said Deb Linsley, Chief Talent Officer. "We are so excited about all the things we are doing to connect the best and brightest talent with great dealerships who put people first."

For more information on QoreCareers, visit www.QoreCareers.com,
call 515-498-4540 or email Support@QoreCareers.com