

CUSTOMER

Twin City Fan



Twin City Fan hires 253 people a year instead of 427, with nobody on the phones.

Two hundred people apply for hourly roles every month across six plants. Twin City Fan screens every one of them by phone, the way they always have. The difference is that a recruiter no longer spends 250 hours a month doing it.

**250** hrs

Recruiter hours a month returned to the team

1,456

Phone screenings run since July 2025

20

Hourly roles covered across six facilities

INDUSTRY

Manufacturing

EMPLOYEES

1,000+

FACILITIES

6

PLANTS

Rural South Dakota

ATS

UKG Pro

What the team was up against

Twin City Fan runs a recruiting team of three and a half people for a company of a thousand. One and a half of them were committed to hourly hiring: one full time, one part time.

Two hundred people applied for hourly roles every month, and the policy was to phone screen ninety percent of them. In rural South Dakota, where the plants sit in Elkton, Aberdeen and Mitchell, you cannot afford to skip anyone. That came to two hundred and fifty hours of phone calls a month, on top of a twenty thousand dollar monthly advertising spend to bring the applicants in.

Ten percent of those applicants were hired. Sixty percent of hourly hires left within a year, so the team was refilling the same seats and screening the same volume again the following quarter.

How it rolled out

Twin City Fan did not switch everything over at once. Blucor started on two openings and widened as the team got comfortable handing over the first call.

OCT 2024	Two openings, a pilot 2 openings Twelve screenings, run while the team read the transcripts and decided whether the screening held up.
2025	Extended across the hourly req list 30 openings 782 screenings over the year, covering assemblers, welders, production workers and machine operators as reqs opened and closed.
2026 TO DATE	Running the whole hourly funnel 68 openings 978 screenings across 17 role types so far this year. The recruiting team reviews results instead of making first calls.

Results

METRIC	BEFORE	AFTER
Recruiter hours on phone screening each month	200 to 250 hrs	0 hrs
One full time and one part time recruiter, before		
Time to hire	60 days	20 days
Cost of screening hourly applicants	About \$150,000 a year	\$60,000 a year
1.5 recruiters at about \$100,000 fully loaded, against the Blucor subscription		

METRIC	BEFORE	AFTER
Company-wide turnover Reported by Twin City Fan	About 50%	38%
People hired each year to hold headcount Reported by Twin City Fan	427	253

Why the hiring number came down



Headcount did not shrink by that much. Most of that gap is people who stayed.

The screening is where that starts. When two hundred applicants a month have to pass through one and a half recruiters, the screening gets shorter and the questions get thinner, and people arrive on the plant floor who were never really a fit for the shift, the lifting or the drive. Those are the hires who leave inside a year and have to be made again.

Every applicant now gets the same full conversation, covering shift availability, physical requirements, certifications, distance and pay expectations, whether they are the first call of the day or the fortieth. Company-wide turnover has come down from about 50% to 38% across that period, and the team spends its hours on the candidates who are worth bringing in.

“All those things your recruiter is doing, our recruiter can do. I mean, she happens to be a computer, but she has relatively unlimited resources, whereas your human can probably only get to how many in a day.”

Matt Dillon
Sr. Director of HR, Twin City Fan

Where the account stands today



Measured from Blucor platform records for Twin City Fan between 25 April and 23 July 2026. Recruiter hours returned assume 45 minutes per applicant.

SOURCES

1. Screening volume, role counts and rollout dates are measured from Blucor platform records for Twin City Fan between 23 October 2024 and 23 July 2026.
 2. Before figures for team size, screening hours, applicant volume and advertising spend are as reported by Matt Dillon in an interview on 2 August 2024.
 3. Turnover and annual hiring figures are company-wide and as reported by Matt Dillon in February 2026. Turnover was about 50% two years earlier, in the mid 40s the following year, and 38% in 2025.
 4. The cost comparison uses the 1.5 recruiters Twin City Fan had committed to hourly screening at roughly \$100,000 fully loaded each, against the Blucor annual subscription.
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See what the same setup would return in your plants.

Tell us how many hourly applicants you get a month and who screens them today. We will map it against this deployment in 30 minutes.

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