



## CASE STUDY:

### **CST Brands and Consultis:** The Importance of Partnership

#### The Client

CST Brands is one of the largest independent retail and wholesale distributors of motor fuel, convenience merchandise and services in North America. In 2015, the company sold 2.9 billion gallons of motor fuel at nearly 3,000 locations in the United States and Eastern Canada. CST's fast-growing retail arm opened 45 new stores in 2015. Ranked #277 on the Fortune 500, CST Brands has more than 14,500 employees.

#### The Challenge

CST Brands' recruitment team had been working with many staffing suppliers across the business for a variety of positions. One main area of concern was the lack of quality candidates for IT positions. While the existing staffing firm was sending candidates to the client quickly, they were often lacking the necessary skills and experience for the role, or simply weren't a fit from a cultural standpoint. The entire process was causing extra work for CST's HR team and delays in filling critical positions responsible for time-sensitive projects.

#### The Solution

The client sought out a specialized, niche staffing firm that could better understand what the IT department needed from its resources, both in terms of skillset and cultural fit. CST ultimately chose to engage with Consultis based on the company's strong reputation with both clients and job seekers, proven processes and exclusive specialization in IT staffing.

*"Dean from Consultis is really just an extension of our recruiting team. He's taken so much time to understand our business and culture, and it shows in the caliber of candidates he brings to the table, every time. He's not just about selling and placing; he truly cares about helping us find the 'right fit' for each position."*

– Daffne Sobrino, CST Brands Recruiting Specialist

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## Consultis Fast Facts

- Headquartered in Boca Raton, Florida with offices in Tampa and Orlando; San Antonio and Dallas, Texas; and Minneapolis, Minnesota
- The Consultis ProveIT Validation Center includes more than 400 IT talent assessments, including .NET, Java, Microsoft, Unix, PeopleSoft, Oracle, SAP, Visual C++ and more
- The Consultis interview-to-placement ratio is five points above the staffing industry standard (Consultis = 31%, Staffing Industry = 26%)
- 96% of all projects Consultis consultants work on finish on time and on budget
- Consultis has a national database of more than 150,000 screened and skilled IT candidates
- Consultis utilizes a proprietary e-submit candidate profile which gives rich candidate experience and background data in a unique, highly informative and easy-to-read format



## The Result

Since partnering in 2015, Consultis has surpassed CST's expectations and quickly earned a reputation for its ability to perfectly match candidates for positions. To date, the partnership has resulted in:

- ▲ 100% fill rate of IT positions ranging from network security engineers to software developers
- ▲ Successful contract-to-hire conversion of application analyst more quickly than expected
- ▲ Increased process efficiencies, resulting in time and cost savings for CST

CST credits its success to Consultis' commitment across three areas:

**Communication.** Consultis' account team openly communicates any needs, progress, issues or changes with both CST and candidates. Establishing this strong, three-way feedback channel allows Consultis to ensure that the candidate is the right fit for the position, and vice versa, cutting down on turnover.

**Partnership.** Consultis serves as a true partner to CST Brands. Its account team is solution-oriented, acting as advisors to CST's recruiting team and hiring managers to help them make the best decisions.

**Relationships.** With a strong network and reputation, Consultis is able to deliver quality candidates with the right personalities for each unique position. Developing a deeper, more personal understanding of each candidate allows the Consultis team to better match them to organizations that fit both their work style and soft skills.

**To learn more about Consultis and our proven record of IT staffing excellence, call 1-800-ASK-COMP or visit [www.consultis.com](http://www.consultis.com).**



[www.consultis.com](http://www.consultis.com)  
800.275.2667



The Consultis team is dedicated to the success of the clients we serve and the IT professionals with whom we work. Contact the location nearest you to learn more about our exceptional IT talent and career opportunities.

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▲ In Florida, Consultis is proud to be awarded a Florida State Term contract #15-973-561-R.

▲ In Texas, Consultis is proud to be a GSA Contract Holder #GS-35F-0243T.