

# RECRUITER.COM SUCCESS STORY



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**PROVIDING A TRAVEL CLUB SOLUTION  
FOR RECRUITER.COM**



## CHALLENGES

Recruiter.com wanted to create a dedicated travel club portal for their users. With more than 3 million registered users, the website wanted to introduce the concept of membership travel benefits. One of the major challenges was finding a one-stop solution for creating a customized travel club membership program for their users. Following are some other challenges initially faced by the firm.

- Introducing the concept of travel clubs to its existing members
- Providing a dedicated and personalized membership benefit program
- Keeping the original services of recruitment separate from their travel club
- Creating a brand-new marketing strategy to promote the travel club
- Having a distinctive appeal and utilizing the first-mover advantage of integrating a travel club in a job portal website
- Managing premium membership and various added services

## CLIENT PROFILE

Based out of Connecticut, Recruiter.com provides an interactive platform for employees, job seekers, and recruiters. The job portal resolves the clutter of finding the right candidates for recruiters. Considered as one of the best websites for finding top talent, it has an influential reach in the market.

With more than 3 million registered users and 35 thousand recruiters, the website also hosts more than 13 thousand trusted companies belonging to different domains.

## BACKGROUND

Recruiter.com hosts top-talent and individuals from different backgrounds. The firm is passionate about bringing people together though finding a common ground amidst a diverse spectrum of individuals could be tough.

Travel is something that connects everyone. Furthermore, with more than 80% of millennials preferring travel-based perks over any other reward, venturing into travel club industry made sense to Recruiter.com. To provide a customized travel club solution to its members, Recruiter.com decided to seek the assistance of a travel club fulfillment company.



## SOLUTION

Custom Travel Solutions provided a customized travel club platform to Recruiter.com to cater to their needs and resolve various challenges that the firm was facing. Custom Travel Solutions not only creates but also operates and manages travel clubs for various brands and organizations around the globe.

A distinctive solution for Recruiter.com was created while taking care of everything from marketing to management of the travel club. The dedicated travel club space for Recruiter.com provided a wide range of benefits to its members.

Separate credentials were provided to users for Recruiter.com Travel Rewards Club, letting them use the travel club benefits without interfering with their Recruiter.com account. This provided a hassle-free solution to Recruiter.com letting them give added benefits to its members. In-depth information has also been provided regarding membership benefits to introduce the concept in a precise way to its members.

## FEATURES & DEPLOYMENT

**Custom Travel Solutions provided the following features to Recruiter.com:**

- Membership program
- Premium travel benefits
- Airport lounge access at over 950 airports
- 24/7 Personal Assistant
- Discounted price for hotel booking
- Daily discounts
- Member's cruise rates
- Doc in a suitcase
- Baggage rebate
- Complimentary flight insurance
- Visa and passport handling, and more
- Group travel solutions
- Fully branded travel club website
- Subscription management solution

## THE OUTCOME

**After the deployment of its professional services, Custom Travel Solutions created a customized travel club platform for Recruiter.com.**

- Customized membership travel benefit program
- Dedicated Booking Engine
- Travel benefit platform
- Web interface created in English
- Premium members pay 30%-50% less for hotels than other websites (like Booking.com)
- Premium members can enjoy Luxury Resort Deals from less than \$5 per night
- Premium members save \$2,000 or more a year on everyday dining, retail, and services
- Costs \$228.95 for premium membership

