

Customer Story:

How AAPC increased profits with a highly engaging job board for their niche audience

with Matt Kennedy, Director of Staffing and Business Solutions



11%

Revenue increase year-over-year



1,000

new jobs posted in 6 months



200%

increase in traffic to the job board

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With the new solution, we are now able to efficiently track metrics, customize the user interface, and generate insightful reports to enhance client and member engagement.

Matt Kennedy,
Director of Staffing and Business Solutions
AAPC

Introducing AAPC, the largest global organization specializing in healthcare business training and credentialing

The American Academy of Professional Coders (AAPC) aims to create products and services that help businesses and individuals realize their full potential in the healthcare industry.

Membership overview:



220,000+ members



155,000+ certified members



Members across 39 countries

Challenge

AAPC found themselves limited by their basic job board

AAPC had a self-developed job board platform integrated into their website. This simple job board was missing key elements that would have helped bring more visitors and users to the job board. Customization options were restricted, and the ability to comprehensively track user behavior metrics needed to be improved to provide a complete understanding of the platform's performance.

Solution

With SmartJobBoard, AAPC was able to:



Replace their previous job board, which had limited features



Create new opportunities to measure success with better reporting



Enhance customization opportunities to align the job board with their unique needs



Leverage plugins to curate highly targeted job listings



Impact

AAPC's revamped job board earns rave reviews and impressive growth

Powered by SmartJobBoard, AAPC's revamped job board has rapidly garnered favor among members and clients alike. This positive response from members is a testament to AAPC's goal of establishing a value-driven job board.



[The SmartJobBoard customer service team was] incredibly responsive to our inquiries and receptive to our suggestions, contributing significantly to our seamless setup and smooth operation of the job board.

Matt Kennedy,

Director of Staffing and Business Solutions
AAPC



Year-over-year **revenue has surged by an impressive 11%**



Paid job posts have risen with **1,000 new job posts in six months**



Engagement has grown with a **200% increase in traffic** to the job board

The easiest job board software on the market.

SmartJobBoard.com

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