SMARTJOBBOARD

CASE STUDY:

SAIS Builds an Intuitive, Low-Maintenance, Revenue-Generating Job Board with SmartJobBoard

~1,000 Jobs Posted
in First 6 Months

New Revenue Exceeded
Expectations

Reduced Helpdesk
Support Tickets

"

*Revenue earned from our job board has **exceeded our expectations**! We have been pleased to see many of our employers purchase the higher priced 'featured jobs' packages. This is something we were not able to offer in our previous job board."*

Clay Gibney
Director of Technology, SAIS

Summary

SAIS previously used a job board platform that was difficult to use and offered limited features. They switched to SmartJobBoard and built a full-featured board that was simple, intuitive, and user friendly, and let them create a new revenue stream through paid listings. With SmartJobBoard, they have eliminated user support tickets, generated more revenue than expected from paid posts, and seen members post ~1,000 new jobs.

The Customer

380+
member schools

14 states

220,000+
students

SAIS

SAIS (Serving & Accrediting Independent Schools) is a professional organization that provides industry-leading accreditation, resources, and professional programs to schools of all sizes. SAIS is the largest regional independent school association in the U.S. with 380+ member schools and 220,000+ students in 14 states, the Caribbean, and Latin America.
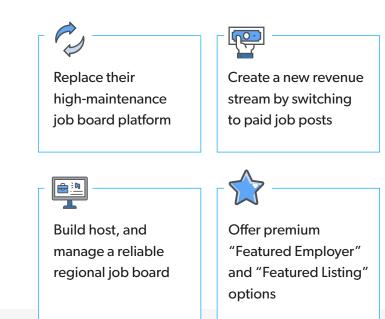
Their Challenge

SAIS ran a regional job board using a different platform. While their members appreciated the board, SAIS found it difficult to manage. Members found it confusing to use, key features broke and weren't fixed for months, and SAIS staff could not perform simple administrative tasks — like changing configurations — without contacting the developer.

They began to search for a new platform. They heard good things about SmartJobBoard and decided to take advantage of its full-feature free trial. They were impressed by SmartJobBoard's intuitive interfaces — for both admins and users — and switched to it before their free trial ended.

Their Solution

SAIS used SmartJobBoard to:

Replace their high-maintenance job board platform

Create a new revenue stream by switching to paid job posts

Build host, and manage a reliable regional job board

Offer premium "Featured Employer" and "Featured Listing" options

Their Results

SAIS continued to find SmartJobBoard simple and easy to use, and their members quickly adjusted to the platform and its new pay-to-post features. Within a few months, SIAS' new job board was practically running on autopilot, and has since delivered some big results.

Employers posted nearly **1,000 new job listings** within 6 months

Revenue met and exceeded expectations, with a surprising number of employers choosing premium paid listings

Thanks to SmartJobBoard's intuitive and user-friendly interface, SAIS **reduced their help desk tickets from 10/month to almost 0**

" Since our launch employers have posted nearly 1,000 jobs. We love seeing our members take advantage of the Featured Employer or Featured Jobs options. And our end users find the system intuitive — our previous job board would often generate 10 helpdesk tickets a month from employers needing assistance. Now, we rarely receive any helpdesk tickets because the new system is far more intuitive and user friendly."