

# Liberty Fruit Company Selected GoodHire Over Sterling and Reduced Costs by 50-75%

## Introduction

This case study of Liberty Fruit Co., Inc. is based on a December 2019 survey of GoodHire customers by TechValidate, a 3rd-party research service.

“The interaction with my sales rep on getting our account set up was great. He provided great follow up, too.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select GoodHire:

- Vendors they evaluated or replaced prior to selecting GoodHire:
  - Sterling
- Challenges they experienced with their previous vendor(s) that prompted them to evaluate GoodHire:
  - Slow background check turnaround times
- The following aspects/features of GoodHire most influenced their decision to choose GoodHire over other vendors they evaluated:
  - Relationship and communication with the Sales Rep
  - Pricing
  - Selection of screening services offered

## Use Case

The key features and functionalities of GoodHire that the surveyed company uses:

- GoodHire features they value the most when compared against competitive solutions:
  - built-in compliance (e.g., candidate consent, adverse action process): extremely valuable
  - easy-to-read reports: very valuable
  - background check status updates and automatic notifications: extremely valuable
  - simplified candidate experience: very valuable
  - transparent pricing: very valuable

## Results

The surveyed company achieved the following results with GoodHire:

- Improved the following as a result of using GoodHire:
  - improved efficiency of background screening: greater than 75%
  - reduced costs: 50-75%
  - improved time-to-hire: greater than 75%
- Agrees with the following statements about GoodHire:
  - “I would recommend GoodHire over similar solutions I’ve used because GoodHire’s platform features are superior.”
- Rates GoodHire on the following capabilities compared to other vendors they have evaluated or used:
  - breadth of features & capabilities: better
  - ease of use: significantly better
  - candidate experience: significantly better
  - quality of customer support: significantly better
  - value returned for the price: better
  - overall solution performance: better
  - data quality/report accuracy : significantly better

### Company Profile

Company:  
**Liberty Fruit Co., Inc.**

Company Size:  
**Medium Enterprise**

Industry:  
**Food**

### About GoodHire

GoodHire is a recognized leader in employment screening. Our high standards for better background checks have won the trust of more than 80,000 employers, large and small. Driven to exceed customer expectations, we’ve set the bar high for speed and accuracy with fast turnaround times and low dispute rates. Customers love our platform’s intuitive workflows, built-in compliance tools, and user-friendly candidate experience. Plus, our unique blend of Silicon Valley tech and Heartland service provides a delightful experience for both employers and candidates.

GoodHire is an FCRA-compliant consumer reporting agency and accredited by the Professional Background Screening Association (PBSA).

### Learn More:

[GoodHire](#)