



The Challenge

Alaska Airlines, one of the top 10 airlines in the United States, was having difficulty finding both qualified English-speaking and bilingual (English/Spanish speaking) Flight Attendant candidates. In addition to those with experience as Flight Attendants, Alaska Airlines was also seeking candidates with strong customer service backgrounds. They turned to SL3 Group for help with their challenges.

The Solution

The agency sourced two pools of candidates on the Internet (experienced flight attendants and individuals with customer service experience), and developed a targeted email marketing campaign, including employer brand specific messaging to warm our audience. Additionally, a customized pre-screening survey was provided in order to assess the quality of each potential candidate and cultural fit into the organization. We provided the option of reading the HTML profile page and taking the survey in either Spanish or English.

SearchLight™

- Source Candidates
- Candidate Email Identification
- Push Out Marketing Message with Comprehensive HTML Company Profile
- Pre-Qualify Candidates With Customized Web-Based Screening Survey
- Deliver Pre-Qualified Engaged Candidates

The Results

A customized email was sent out to 4,966 potential candidates who were sourced through our Interactive Group. 374 clicked through from the email to the HTML profile to the screening survey. After opting in to a rigorous screening process, 35 qualified candidates were identified. Prior to mass emailing, the client opted to set a cap on the number of candidates they received, for budget purposes, so we delivered only the first 20 that qualified.

At \$50/qualified candidates, Alaska Air was thrilled to have 20 engaged, "interview ready" candidates delivered so quickly and cost-effectively.

Step 1: Email Recruitment

To:	Alan Lovitz
Cc:	
Bcc:	
Subject:	Exciting Flight Attendant Opportunities at Alaska Airlines

Have You Got The Spirit?

From our very first flight, the Alaska Spirit has been the driving force behind everything we do. Today, it's stronger than ever. Alaska Airlines is a recognized and respected leader in the Airline industry with recognition for our outstanding service and dedication to serve others.

Flight Attendants – English or Bilingual (Spanish/English) Los Angeles, Anchorage, Seattle

This is a great opportunity to see the United States and to show how flexible, caring and compassionate you can be. We offer a competitive salary, a comprehensive benefits package, which includes a variety of exciting travel privileges and a pleasant nicotine-free environment. An equal opportunity employer.

[Click Here For More Details! English](#)
[Click Here For More Details! Spanish](#)



cont. ➤



Customized HTML Profile

**Con éxito, estabilidad y espíritu...
Simplemente, aquí es mejor.**



Desde hace más de 70 años, Alaska Air ha continuado creciendo: de una aerolínea regional pequeña, a una de las más respetadas del país. El sistema de rutas de Alaska Air, que transporta a más de 12 millones de pasajeros al año, cubre más de 40 ciudades y tres países. La flota de Alaska Airlines que consta de 102 jets Boeing, es una de las más jóvenes entre las aerolíneas más importantes. Y su reputación de un servicio sobresaliente hace que, de manera continua, reciba el reconocimiento como la mejor aerolínea de los Estados Unidos de parte de revistas tales como Travel + Leisure y Condé Nast Traveler.

Si usted comparte nuestro compromiso con la integridad, la atención, la habilidad, el profesionalismo y el espíritu, considere formar parte del equipo de Alaska Airlines como:

Auxiliar de vuelo
(Con dominio de inglés, o español e inglés)


Ofrecemos uno de los planes de beneficios más competitivos del país a los empleados no sindicalizados* (Nuestros empleados de unidades de negociación disfrutan de beneficios similares, si bien cada contrato es diferente):

- Seguro médico, odontológico, medicamentos de prescripción, visión
- Cuentas de gastos flexibles
- Participación en los beneficios
- Plan 401 (k)
- Tiempo de vacaciones

y... naturalmente, nuestros privilegios de viajes: Como empleado de Alaska Airlines, usted y su cónyuge o compañero doméstico, padres e hijos elegibles, pueden disfrutar de tarifas sustancialmente reducidas en Alaska Airlines, Horizon y en la mayoría de las otras aerolíneas. Adicionalmente, hay disponibles descuentos para cruceros, hoteles, alquiler de automóviles y parques temáticos.



Web-Based Pre-Screening Survey



Alaska Airlines –Flight Attendants (Bilingual)

Thank you for your interest in Alaska Airlines.
In order to better evaluate your qualifications, we ask that you please fill out this brief survey.

1. If you qualify for one of our positions, what would be the best way for us to contact you?

Name:

Street Address:

City, State, Zip Code:

Phone Number:

Best Time to Call:

E-mail:

2. The highest level of education completed is:

Master's degree

Bachelor's degree

Associate's degree

High School diploma or equivalent

None of the above

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Alaska Airlines
Flight Attendants (Bilingual)