



C A S E S T U D Y

How Amazon Scaled High-Volume Hiring from Scratch to 3,545 Hires with CX-Led Recruitment

EXECUTIVE SUMMARY

Amazon transformed a high-risk, high-pressure hiring challenge in an unfamiliar market into a **repeatable, data-driven recruitment engine** — delivering 3,545 hires in seven months, a \$30 CPA, and a scalable omnichannel playbook built to power every future market launch. This case reveals how Amazon applied **Candidate Journey Mapping (CJM)** to unlock speed, efficiency, and employer brand equity in Australia's competitive labor market.

3,545

Associates Hired

<\$30

Cost Per Applicant

10:2

Applicant-to-Hire Ratio

7 Mo.

Time to Full Capacity

THE PROBLEM: GROWTH WAS STUCK IN AN OUTDATED MODEL

Launching Amazon's first Brisbane Fulfillment Center meant hiring **3,545 associates in just seven months** — with no mature direct-hire model, limited local brand awareness, and intense competition from established employers.

Traditional recruitment channels couldn't move fast enough. Amazon needed a fundamentally different approach — one that combined customer-centric thinking with operational precision.

Key Pain Points

- **No standardized** direct-hire model in Australia
- Low Amazon employer brand recognition
- High projected **Cost Per Applicant (CPA > \$30)**
- **Fragmented recruitment** across teams & channels



- Intense local talent competition in Brisbane

THE OPPORTUNITY MOST COMPANIES MISS

Most organizations entering new markets rely on legacy hiring processes — job boards, referrals, and reactive sourcing — rather than building a **proactive, data-driven candidate acquisition engine**.

The opportunity lies in applying the same CX principles used to win customers — journey mapping, personalization, funnel optimization — to the talent acquisition process. The gap is not budget. It's **strategy, integration, and candidate experience**.

THE TRANSFORMATION STRATEGY

1

Phase 1 — Awareness & Acquisition

Built top-of-funnel momentum in an unfamiliar market through a \$15K–\$20K digital investment spanning Google Ads, Facebook/Instagram boosted posts, and programmatic job boards via Pandologic. Launched a localized Amazon.jobs Australia site.

- Drove early applicant flow in a low-brand-recognition region
- Established employer presence across digital channels

2

Phase 2 — Engagement & Consideration

Used Salesforce Marketing Cloud to deliver personalized email and SMS nurturing. Crafted tailored creative assets ("We'll train you!") and targeted ads by specific job type — T1, T2, T3, and Forklift.

- Increased click-through and conversion rates
- Delivered consistent messaging across all touchpoints

3

Phase 3 — Conversion & Funnel Optimization

Launched real-time applicant tracking dashboards to measure funnel efficiency. Streamlined application flow to reduce drop-off. Benchmarked against CPA <\$30, application-to-hire ratio of 10:2, and MCPH of \$150.

- Boosted conversion rates through friction reduction
- Reduced acquisition costs via real-time optimization



4

Phase 4 — Retention & Advocacy

Built Day-1 retention programs featuring career pathway content, employee success stories, and benefits promotion — turning new hires into organic employer brand advocates.

- Strengthened early engagement and employee loyalty
- Sparked word-of-mouth recruitment momentum

B U S I N E S S I M P A C T

 **3,545 associates hired** across T1, T2, and specialist roles

 **Consistent 10:2 applicant-to-hire ratio** across all roles

 **Real-time dashboards** enabled agile spend optimization

 **CPA held below \$30 target** despite intense labor competition

 **50 Tier 1 associates onboarded** in just 5 weeks for Day 1

 **Scalable CJM playbook built** for all future AU market launches

W H Y T H I S M A T T E R S N O W

The labor market has shifted permanently. Organizations entering new markets without a CX-led recruitment strategy face higher costs, slower ramp times, and brand damage among candidates — while competitors who invest in journey mapping fill roles faster and build lasting employer equity.

The opportunity to lead — not follow — is open now.

Today's Market Demands

- Measurable, accountable recruitment **ROI**
- Scalable digital acquisition — not headcount
- **Personalized omnichannel** candidate journeys
- **AI-driven automation** for hiring efficiency
- Speed: faster fills, **real-time funnel optimization**



Franck Ardourel

TESTIMONIAL

“Scaling hiring at this speed in a new market seemed almost impossible. By applying a CX-led recruitment approach, we completely rethought how we attract, engage, and convert candidates.

The results were exceptional — we achieved our hiring targets ahead of schedule, reduced acquisition costs, and built a repeatable model we can now deploy in future markets. This fundamentally changed how we approach talent acquisition.”

— **Ashwanth Nicklesh - Senior Talent Acquisition Leader, Amazon Australia**

READY TO BUILD YOUR GROWTH ENGINE?

Let's design your talent acquisition strategy — together.

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