

The background of the entire page is a dense field of dark grey umbrellas, viewed from a high angle. In the lower half of the image, a single, large, vibrant blue umbrella is open, standing out prominently from the sea of grey. The lighting is dramatic, with the blue umbrella being the brightest element.

Standing out & attracting top-tier candidates at career fairs

Pilot Flying J is the largest operator of travel centers and travel plazas in North America. Warren Buffet's Berkshire Hathaway is the majority owner.

Pilot Flying J

Pilot flying J

Not just a truck stop

Pilot Flying J isn't just a place to park and fill the tank. It's an innovative, customer-focused travel center juggernaut. Most locations offer repairs, on-site laundry, showers, and even game rooms. Plus, the myPilot mobile app offers reserve-ahead parking, real-time fuel pump status, and more.

It's a sophisticated operation, in need of top-caliber employees who can push forward Pilot Flying J's innovative vision for the future of transportation centers.

But the first impression most people have of Pilot Flying J ("just a truck stop") is hard to overcome. Which puts the company at a significant disadvantage in the competition for top talent.



About Pilot Flying J

Founded: 1993

Employees: 27,000

Locations: 750

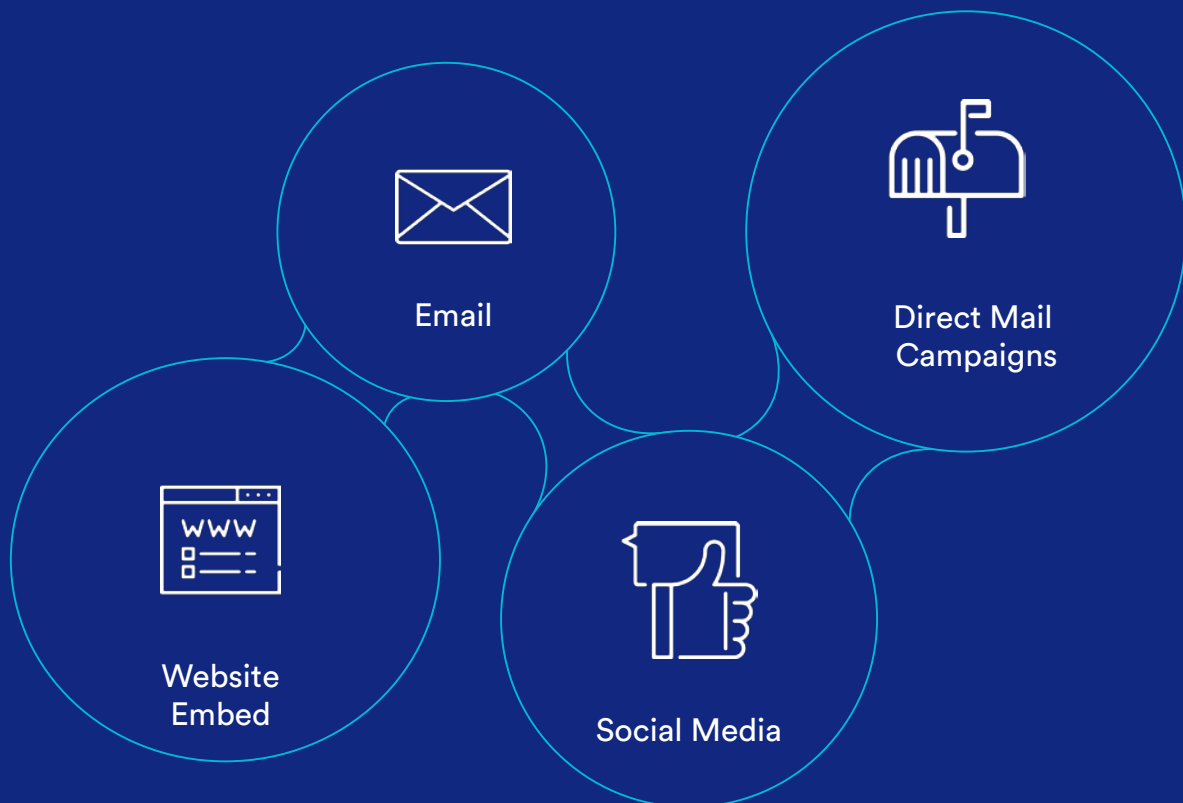
Annual revenue: \$20B

Major investor: Berkshire Hathaway

The best way to visualize who and what you are

First impressions are hard to overcome. That's why Pilot Flying J's manager of talent acquisition, Fran Maun, partnered with YouVisit to create an interactive virtual experience.

The experience places the viewer in the shoes of a new employee, so candidates can get a realistic feel for life as a Pilot Flying J team member. Plus, it's available on desktop, mobile, and VR, so Maun can reach candidates wherever they are.



Fran Maun



Fran Maun

Talent Acquisition Manager, Pilot Flying J

“At Pilot Flying J, we’re looking for passionate top-caliber candidates. The YouVisit package drives traffic from people we wouldn’t normally see or entice to apply, because they can really experience what it’s like to work for us.”

Stand out & attract top-tier candidates

Maun spends about 20 weeks a year on the road, taking the Pilot Flying J employee experience to career fairs and college campuses around the country.

Before YouVisit, Maun struggled to capture the attention of potential candidates with the Pilot Flying J story.

“We needed something to make us stand out. For example, when we go to colleges— whether it's Duke or Yale or the local community college—we're up against major corporations who have tremendous presence, both socially and in the market,” Maun says.

Client objectives

- Increase qualified job applicants
- Accelerate recruiting programs for recent college grads and veterans
- Position Pilot Flying J as an innovative and attractive workplace



Stage 1

Awareness

The YouVisit virtual experience enables candidates from around the world to get a realistic feel for Pilot Flying J's workspaces and company culture.

84 countries
Global reach

The company's virtual experience reached prospective employees in 84 countries and every U.S. state and territory.

Stage 1:
Awareness

Stage 2:
Research

Stage 3:
Action

Stage 4:
Decision

Research

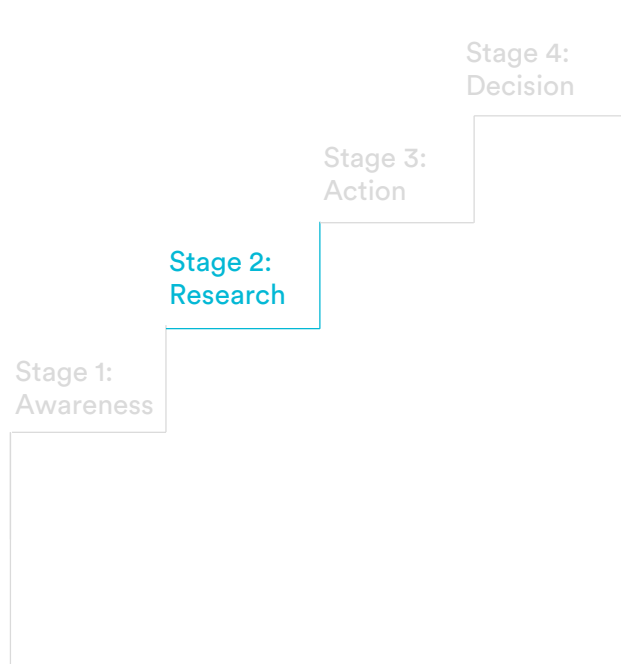
Stage 2 Research

The experience places the viewer in the shoes of a new employee, so candidates can get a realistic feel for life as a Pilot Flying J team member.

3.6x

Digital engagement

The company's YouVisit virtual experience earned 10.3 minutes of engagement, more than 3x the average engagement of Pilot Flying J's other digital properties.



Action

Stage 3

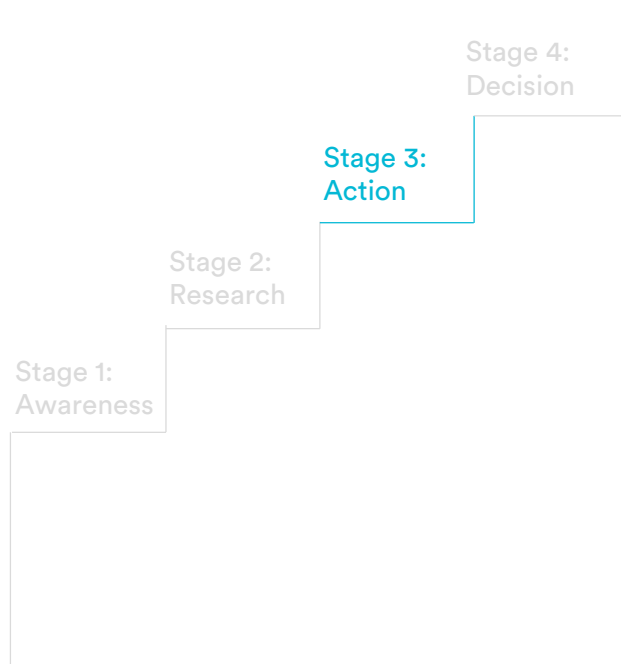
Action

Pilot Flying J's YouVisit experience was exceptionally good at turning attention into action.

50

Interactions/session

The average interaction/session on the Pilot Flying J website increased from 10 to 40–50, thanks to the YouVisit interactive experience.



Decision

Stage 4

Decision

The YouVisit virtual experience helped the company fill positions designated for veterans and recent college graduates.

2017

Best-ever year!

Pilot Flying J saw an increase in both veterans jobs and college students jobs being filled, higher than any other year.

Stage 4:
Decision

Stage 3:
Action

Stage 2:
Research

Stage 1:
Awareness

About YouVisit

YouVisit creates virtual experiences that showcase your company culture and increase awareness, conversions, and direct applications.

To see how we can improve your recruiting outcomes, get in touch: youvisit.com/contact

317%

Conversion rate lift

YouVisit clients enjoy more ecommerce sales, hotel bookings, and applications for employment thanks to our virtual experiences.

800+

Total clients

YouVisit works with leading businesses, universities, travel marketers, and corporate recruiting professionals from around the world.

10+mins

Average engagement

YouVisit experiences earn incredible engagement across mobile, desktop PCs, and virtual reality headsets.

