



## RAPID APPLICANT TRACKING & TALENT MARKETING DEPLOYMENT FOR **MEDICAL DEVICE COMPANY**

### HIGHLIGHTS

- A customized, simple to-use, comprehensive applicant tracking and career site solution 80% faster than typical technology implementation time.

### CLIENT

A global healthcare corporation, reporting \$1B in revenue and 5,400 employees around the world.

### SITUATION

This company was launching out of a joint respiratory solutions venture between two larger global healthcare companies. The client required core recruitment systems that did not yet exist: a career site, an applicant tracking solution, and a Candidate Relationship Management system (CRM).

### CHALLENGE

With only one month from the time our team was brought in until launch, our client needed a full solution that was flexible and could scale with them as they continued developing as a brand.

### OUTCOME

Core recruitment technologies were launched within three weeks (typical technology implementation time is 12-15 weeks).

Our customized, easy-to-use approach for the much-needed, comprehensive applicant tracking and career site solution included a career site; job pages; mobile-enabled lite apply process; an applicant tracking solution; and Talent Community and core CRM functionalities.

Our built-in, end-to-end analytics allowed us to document that the streamlined candidate experience produced a 50% conversion rate for site visitors viewing individual job pages.

### INNOVATION

We developed a temporary career site that matched the client's new branding, and offered the scalable, flexible solution they needed in order to adjust as they continued defining their future.

AGS provided the tools they needed to deliver a streamlined candidate experience; build a talent database; and accept applications.

**Career Site:** We partnered with the client's brand agency, web development team, and talent acquisition team to develop a career experience that gave candidates an overview of the company and their vision for the new organization. It also allowed them to join a talent community, view jobs, and apply for roles—while providing the recruitment marketing team with data to inform their campaign development on the backend.

The solution consisted of three separate site pages – the "Job List" page, the "Job Details" page (one per job), and the "Apply" page. The site highlighted all of the client's open jobs allowing for applications, while also tracking candidates' information (Talent Community), to create a pipeline of talent as roles opened up in search of their specific skillsets.

As new roles became available and as previous roles were filled, we were able to apply these changes in the tool. With a fully-editable landing page dedicated to all open jobs, we could quickly add and remove jobs as needed. The individual job detail pages were created and then linked to the job list page.

**Applicant Tracking Solutions:** our client's ATS was not yet available but the team needed to hire resources for go-live. Once this gap was identified, AGS partnered with Smashfly to develop a temporary application tracking solution in conjunction with a CRM. The design involved utilization of Smashfly's form functionality. This approach provided a mobile-enabled lite apply process.

The three components were: solution architecture, database configuration, and talent community. The client and the recruitment team had visibility into applicants and a mechanism for tracking applicant status throughout the interview process.



**ABOUT ALLEGIS GLOBAL SOLUTIONS**

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide.