



COMPREHENSIVE RECRUITMENT SYSTEMS LAUNCHED IN ONE MONTH FOR GLOBAL \$1B COMPANY

HIGHLIGHTS

- Comprehensive technology and recruitment systems provided within three weeks
- Career site, job pages, mobile-enabled lite apply process, applicant tracking solution, and talent community/core CRM functionalities

CLIENT

A global respiratory medical device company, with approximately \$1B in revenue and employing 5,400 employees around the world.

SITUATION

The client was launching in four weeks, out of a joint respiratory solutions venture. The combined new organization needed core recruitment systems that did not yet exist, including 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 engaged until launch, our client needed a full solution that was flexible and could scale with them as they continued developing as a brand.

OUTCOME

Typical technology implementation time is 12-15 weeks (or more, depending on the vendor and scope); our Center of Excellence, IGNITE, partnered with the client to launch comprehensive, effective technology and marketing services in less than four weeks.

The remarkable solution provided not just core recruitment technologies including career site, job pages, mobile-enabled lite apply process, an applicant tracking solution, and Talent Community and core CRM functionalities, but also built-in SEO and lead-capture methodologies that are helping to generate significant traffic and conversions. The seamless process created a customized, easy-to-use approach for a much-needed applicant tracking and career site solution that met the clients' time constraints and exceeded their expectations.

The immediate impact within the first two months included **2,517** site visitors, with **1,245** viewing job details pages;

49.46% conversion rate for site visitors viewing individual job pages; **243** contacts added into the CRM from the application process; **69** contacts added from the talent community; and **5** employees hired.

INNOVATION

In one month, we went from planning the solution to accepting applications. We developed a temporary career site that matched their new branding and offered the scalable, flexible solution they needed to adjust as they continued defining their future. We provided our client with the tools they required to provide a streamlined candidate experience, build a talent database, and accept applications.

CAREER SITE

We partnered with their brand agency, web development team, and talent acquisition team to develop a career experience that gave candidates an overview of our client and their vision for the new company. It also allowed them to join a talent community, view jobs, and apply for roles. At the backend, it provided the recruitment marketing team the data they needed to develop robust solutions to help them attract the candidates our client needed.

The solution consisted of three separate pages – the “Job List” page, the “Job Details” page (one per job), and the “Apply” page. The site highlighted all open jobs at Client 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 details pages were created and then linked to the job list page.

IGNITE TECHNOLOGY: APPLICANT TRACKING SOLUTIONS

Although the client’s ATS was not yet available, our recruitment team needed to hire resources for go-live. By partnering with Smashfly, we developed a temporary application tracking solution in conjunction with a CRM. Our solution consisted of three components: solution architecture, database configuration, and talent community. Further, AGS developed a solution that provided the client and the recruitment team visibility to applicants and a mechanism for tracking applicant status throughout the interview process, resulting in a mobile-enabled lite apply 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.

