

\$20B Financial Company Uses Big Data to Overhaul Recruitment

Fulton Financial Corporation, a \$20B, highly regarded financial holding company with 3,700 employees, provides a wide range of financial products and services throughout 250 locations across the Mid-Atlantic. It's crucial for Fulton to efficiently search and hire top talent in a highly competitive and regulated industry.

Fulton's challenge was that its team was bogged down by manual processes and excessive paperwork, insufficient reporting, and the inability to easily transfer key candidate information from its applicant tracking system to Ultimate Software. The team selected iCIMS as its recruitment system-of-record to support its overhaul of recruitment, increase data integrity, improve productivity, and reduce manual and administrative tasks, which they accomplished by:

1. Improving real-time analytics and reporting:

Fulton configured the Talent Cloud to access key reports, specifically open positions, source of hire, and employee referrals, to improve recruiting and share with leadership. Fulton's director of talent acquisition, Lisa Johanning, explained "iCIMS created a more efficient way to collect and report on talent acquisition activities. As a federal contractor, this allows us to easily pull applicant tracking for our Affirmative Action plans."

2. Institutionalizing data governance and compliance:

Fulton configured iCIMS to best fit its unique compliance and data security needs, including data-security scrutiny and risk-tolerance assessments, a mission-critical requirement in a highly regulated industry.

3. Increasing productivity with a seamless integration between talent and HR systems:

Using a prebuilt integration between iCIMS and Fulton's employee-system-of-record, Ultimate Software, Fulton automatically transfers candidate and new hire information back and forth, eliminating manual data entry.

4. Enhancing the new hire onboarding experience:

By automating its entire new hire experience using iCIMS' Onboarding, Fulton focused on the new hire experience instead of paperwork completion — cutting 43 pieces of paperwork to zero — resulting in stellar survey results from its new hires.

At a Glance

FOUNDED:
1982

INDUSTRY:
Banking & Finance

HEADQUARTERS:
Lancaster, PA

NUMBER OF EMPLOYEES:
3,700

iCIMS CLIENT SINCE:
2016

iCIMS Solutions:
Applicant Tracking, Candidate Relationship Management, Candidate Engagement, and Onboarding

THIRD-PARTY INTEGRATIONS:
Ultimate Software UltiPro® (HRIS)

REPUTATION:

- 2018 Sitecore Experience Award for Best Use of Personalization
- 2017 IOLTA Program Outstanding Leadership Award

"Our user experience for both candidates and our team has improved tremendously. The reporting capabilities help us control and monitor what we are doing, which is vital in the highly regulated financial industry."