

How text recruiting boosted efficiency in health care recruiting

CommonSpirit Health, the second-largest healthcare system in the U.S., uses iCIMS to scale recruiting, improve candidates' experience and reduce recruiters' workload.



iCIMS Text Engagement

makes it easy for candidates to schedule interviews and onboarding appointments.



iCIMS Video Studio

amplifies employee voices across CommonSpirit's career site, job descriptions, and social media.

THE CHALLENGE

Staffing the second-largest healthcare system in the U.S. is like staffing a miniature city. You would assume CommonSpirit Health is busy hiring doctors and nurses. And while those positions dominate the company's hiring needs, it has many other seats to fill. It's always looking for housekeepers, cooks, phlebotomists and pharmacists in addition to professionals in IT, marketing and finance.

To access the wide range of talent it needs, CommonSpirit chose iCIMS. By using products like Text Engagement and Video Studio, the health system has improved its candidate experience and lightened its recruiters' workload.

With iCIMS, CommonSpirit Health was able to:

Streamline

its application process.

Simplify

tasks that kept recruiters busy.

Amplify

employee voices to improve employer branding.

Q: How does CommonSpirit Health engage candidates with Text Engagement?

A: Jackie Schierenberg, VP of candidate experience: If our candidates left home without their cell phone, most would go back and get it. As recruiters, we want to figure out how to get on people's mobile devices. A fantastic way to do that is through Text Engagement.

We started by using it in announcing job openings and events. But then we got a little bit smarter and wiser with the tool, and we used it to schedule interviews and onboarding appointments. The recruiters really started seeing the power in it. The response time is almost immediate.

It's really freed up recruiters' time. In the past when you would have to schedule an interview, maybe it was an email, maybe it was a game of phone tag. Texting has allowed us to really expedite that process. It's just more efficient.

Q: How does CommonSpirit Health use Video Studio to tell their story?

A: Jackie: Video Studio's been a game changer for us. Whenever we can amplify our employee voices, that's just so impactful from a candidate experience perspective.

We use Video Studio in a number of ways. We use it to showcase employees on our career site. We have videos embedded in our job descriptions. We put them on our social channels. And we put them into our email campaigns.

In the beginning it was a little hard to get people to go on video. People made jokes — "Hey, I'm a clinician. I'm not an actor." But when you set the stage with the employee and say what these videos are for, a real sense of pride emerges, and it's really fun to be able to showcase that in that space.

Q: How did CommonSpirit Health improve its candidate experience?

A: Jackie: We're really mindful of the candidate journey. We want to simplify our processes, not only for the candidates, but for our own internal employees.

iCIMS has really helped us.

We've got our application process down to between three to five minutes, depending on if it's internal or external. We're thinking about the way we move people through the workflow and how we communicate with candidates. Even if we reject a candidate, it's so important to strike the right disposition. How you treat a candidate could have downstream impact on applicant flow down the road.



"iCIMS has really helped us improve the candidate experience.
We've got our application process down to three to five minutes."

Jackie Schierenberg
VP of candidate experience
CommonSpirit Health