

How Suncoast Credit Union turned a dribble of applicants into a waterfall



The institution now has a diverse pipeline of applicants that supports its future success.



iCIMS Text Engagement
allows Suncoast to pique job seekers' interest before hiring events.

THE CHALLENGE

Suncoast Credit Union employs nearly 2,500 people, from branch employees and online tellers to project managers and scrum masters. Recruiting and hiring for this vast spectrum of roles used to be a challenge for Suncoast. Just a couple of years ago, the credit union would field only two to three applications in the week after posting a new role. The company's time to fill rates slowed, which frustrated hiring managers and burdened employees.

Q: How has texting helped Suncoast surpass hiring goals?

A: Christopher Townsend, talent acquisition director:

We had a job fair a few weeks ago in a brand-new market we've never even been in before. We sent out over 2,000 text messages with iCIMS Text Engagement before the event. We figured, "Hey, we've never done this before. We've never texted for our job fair. Let's see what we can do." We were able to hire at levels that we never even expected. Our C-suite and leadership are all simply amazed.

During that job fair, we had the longest lines. I mean, our lines were huge. We did probably close to a hundred interviews that day between all the recruiters, and it was just a tremendous success. We signed 27 employees that day. The next closest company signed about two or three.

We had a goal that quarter to hire 275 individuals. We hire about 1,100 individuals per year, so 275 was a pretty big goal for us. We not only hit our quarterly goal, but we actually hired 327 that quarter.

Q: How has using iCIMS impacted Suncoast's hiring volume?

A: Christopher: Before we launched iCIMS, a record year for Suncoast would probably have been 22,000 applicants.

In February of 2022, we launched iCIMS. We thought if we beat our record by 10,000 applications, it would be a tremendous success. We were wrong. We weren't even close. At the end of December of 2022, we had over 78,000 applications. In 15 months, we had broken over a hundred thousand applications. What would usually take me probably five years, I did in 15 months.

How Suncoast's metrics changed with iCIMS

21%
reduction in time to fill

119%
more positions filled
than projected

240%
more applicants
year-over-year

Q: How has using iCIMS affected Suncoast's time to hire?

A: Christopher: Before iCIMS, our time to hire was about 23 days. Since launching iCIMS, we've been at 18 days. That five-day difference is huge. Cutting off five days while filling an average of 1,200 positions a year, that means a lot. That means talent can be brought in quicker. It means hiring managers can get their employees and train them. Those five days add up to so much more.



"We now are able to measure what we've never been able to measure before."

Christopher Townsend,
Talent acquisition director,
Suncoast Credit Union

Q: How does Suncoast use iCIMS analytics to bolster workplace diversity?

A: Christopher: With iCIMS, we were able to get into the entry point of DEI. We now are able to measure what we've never been able to measure before. I can tell how many people we're hiring in our core areas by race. I can tell how many people we're interviewing versus hiring. These are just details I never knew before.

We always hear, well, we've got to increase diversity. We are a 70% female, 30% male organization. We are an organization that believes so much in diversity, but we never knew the details of the applicants we were attracting from different sources. I now have an ability with iCIMS that I've never had before.

Knowing where applicants come from has built so much into our organization. We didn't know we needed to change our job posting to attract more applicants of different races. We now not only know what we didn't know before, but we know how to plan, how to adapt, how to grow, how to change, and how to create this pipeline of talent that is very diverse. And not only is it very diverse, but it's also going to help us succeed as an organization.

Suncoast uses
iCIMS solutions to boost growth
and improve diversity:

CRM



Career Sites



Digital Assistant



Applicant Tracking



Offer Management



iCIMS for Microsoft
Teams