

How efficiency enhanced Velosio's candidate experience



When this Microsoft service provider partnered with iCIMS, recruiters found more time to devote to Velosio's hard-to-find candidates.



iCIMS Text Engagement allows Velosio to communicate with candidates quickly and transparently – without creating more work for recruiters.

THE CHALLENGE

Prior to working with iCIMS, Velosio recruiters spent a lot of time in Excel. Recruiters tracked the company's open positions in spreadsheets, a process that created too much manual labor – and too much room for error. Because recruiters were tied up with Excel, they had less time for their most important job: winning over talent with a rare, specific skill set.

Q: Why did Velosio's recruiting metrics improve with iCIMS?

A: Steve Kay, director of Global Talent Acquisition: iCIMS has made a significant impact on our metrics. We've seen a 38% increase in the number of hires that we've made year-over-year. A 33% decrease in our time to fill, so we're hiring people quicker. And a 4% increase in accepted offers.

I think the main reason for that is we cut out a lot of administrative burden. When I say that iCIMS has allowed us to be more efficient and effective, it's the truth.

A lot of the data that we were entering and tracking manually, we're now capturing in the system. This frees my team to go out and do what they need to do, whether that's additional touchpoints with a candidate or more time sourcing.

Q: How does Velosio use Text Engagement to impress candidates?

A: Steve: We don't just use Text Engagement to communicate. We also use it to provide that world-class candidate experience. We've automated text messages so when candidates reach a new step in the process, they get updates so they're not left in the dark.

Our automated text messages go out as soon as the recruiter reviews the resume. Other companies might not be doing that, so that gives us a leg up. We've personalized these messages a lot to try to make them not seem automated. The branding behind it feels like someone's typing to you in real time.

Recruiters' extra bandwidth translated to improved TA metrics:

38%

Increase in hires made

33%

Decrease in time to fill

4%

Increase in accepted offers

