How Caleres increased applicants with a streamlined candidate experience

Caleres, a global footwear company, uses iCIMS Text Engagement to create a sleek candidate experience that captures and converts more applicants and drives diversity goals.

CALERES
EST + 1878

iCIMS Text Engagement
Texting turns customers into candidates, making applications easy and mobile friendly.

iCIMS CRM
Caleres used the CRM to show off its inclusive culture, allowing it to attract more candidates with diverse backgrounds.

THE CHALLENGE

When Famous Footwear shoppers glance at their receipt, they'll see something unexpected etched beneath the list of their purchases: An invitation to apply for a job. With one text, a customer turns into a candidate — a candidate for a job with Caleres, a global footwear company that owns more than 900 Famous Footwear stores.

This sleek transformation did not always characterize the Caleres candidate experience. In fact, the job seeker journey was clunky and disjointed before Caleres enlisted iCIMS to create a smooth, integrated experience.

How Text Engagement helped Caleres connect with more job seekers:

20%
The average open rate for an email

95%
The percent of Caleres applicants with a smartphone

90%
The average open rate of a text message

iCIMS®

Q: How has iCIMS helped Caleres create a more seamless candidate experience?

A: Rian Schilligo, Former VP of HR business partners, talent strategy and talent acquisition at Caleres: We began our iCIMS journey about three and a half years ago. Before that, we were really disjointed. We had a lot of different tools and products. But they didn't seamlessly integrate. When we partnered with iCIMS, we were able to integrate tools that work together, one by one.

The candidate experience became really seamless. Candidates could begin their journey as customers. So they walk into one of our footwear stores, and they check out. They're not even thinking about a part-time job. And they get that receipt and they look at the bottom and it says: Come join our team. Text.

And they text and they're asked about their zip code, their language preference. Then they're seamlessly led into a mobile-friendly application process that gets them into the ATS. From there, we're getting engaged with them in our CRM.

But what's really neat about that journey is that we've already talked about three different iCIMS products just in that experience they've had, but they don't know that. Previous to us moving into the iCIMS platform, it was clunky. Candidates would reach another login point. They would get another email that told them to click here, go there. It didn't feel the same.

iCIMS has made the candidate experience an easier and faster experience. But it also made it super engaging, without candidates even realizing that we were layering in different products.

Q: How has iCIMS helped Caleres increase the company's diversity?

A: Rian: When we set out to evaluate our talent acquisition suite, we recognized that we had a deficit in diverse applicants. That matters because we have a very diverse population. And our diverse population said: Hey, I want to see you hiring more people like me. But because we weren't hiring more people like them, we were seeing higher turnover from these individuals, and these are engaged, talented individuals.

As we implemented iCIMS products, our diverse applicants went up. And not only did our diverse applicants go up, but then our diverse hiring numbers went up. And then the retention of our super talented diverse associates went up as well. And that was such a win for us, but it continues to be something that we're hyper focused on as we evolve our talent acquisition suite.

> **"Text Engagement was such a game changer for Caleres.** Our drop-off rate drastically declined, and we ended up with a lot more candidates who we could truly engage and then hire."

Rian Schilligo
Former VP of HR business partners,
talent strategy and talent acquisition
Caleres