BerniePortal
Applicant Tracking
Internal Case Study

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BerniePortal Applicant Tracking Case Study

Before releasing features to the public, BerniePortal beta tests its features internally—which is exactly what we did with BerniePortal Applicant Tracking, our applicant tracking feature! Our Human Resources team used and continues to use BerniePortal Applicant Tracking in order to successfully hire quality candidates. Here's our experience:

Company Profile

On average, BerniePortal has around 5 active job postings, each collecting around 50 applicants. Our hiring teams include our Human Resources team as well as the prospect's future manager, the hiring manager. Prior to BerniePortal Applicant Tracking, each team member used email as the primary method for collecting applications, communicating internally and externally, and documenting hiring-related activities.

Based on our recruitment experience, we've identified 5 core challenges that were solved by implementing BerniePortal Applicant Tracking:

Communication

Time to Hire

Measurability

Onboarding Efficiency
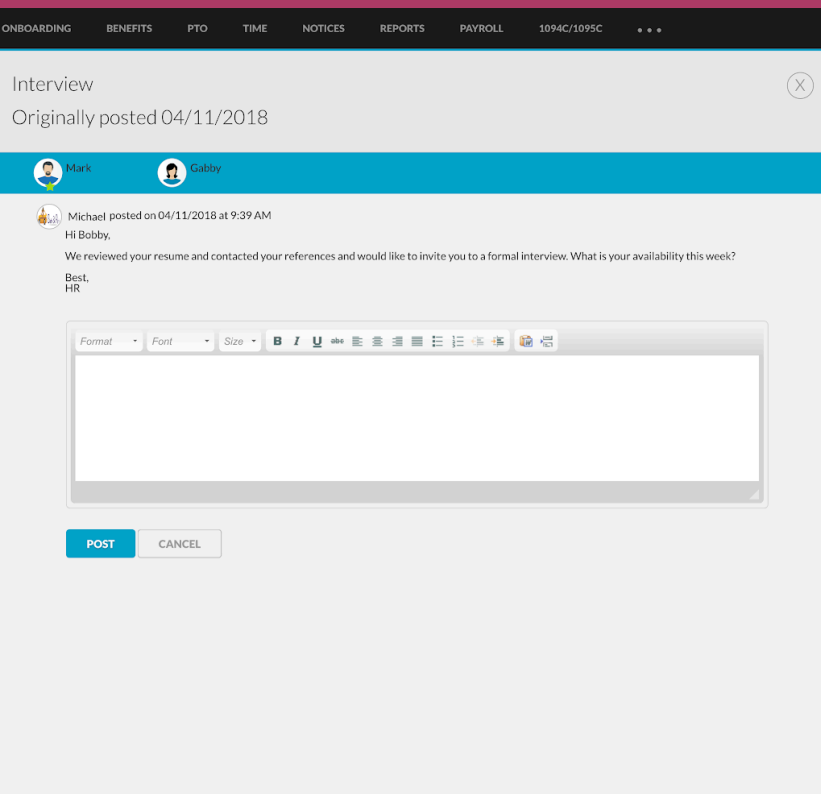
Candidate Experience

Communication

Challenge

Think of the children's game, "telephone," in which a message is passed from one player to another until it reaches the last person. The last person to hear the message must then recite the original message. The kicker, of course is that most of the time the message at the beginning typically doesn't match the message at the end.

Our team faced a similar challenge when communicating via email during the hiring process. One team member would read a message and pass it along to another, which left room for error.

The result? Quality candidates likely slid through the cracks.

ONBOARDING   BENEFITS   PTO   TIME   NOTICES   REPORTS   PAYROLL   1094C/1095C   · · ·

Interview
Originally posted 04/11/2018

Mark   Gabby

Michael posted on 04/11/2018 at 9:39 AM
Hi Bobby,
We reviewed your resume and contacted your references and would like to invite you to a formal interview. What is your availability this week?
Best,
HR

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POST   CANCEL

Solution

The transparency of our new process also allows the hiring team to collaborate for the full duration of the hiring process. Each team member can partake in an internal feedback forum that is attached to each candidate. By having a message feed dedicated specifically to internal collaboration, our team can more effectively assess the quality of the candidate.

BerniePortal's real-time interface allows our team to access identical information. Compared to the above "telephone" analogy, it's now as if we are playing a two person game. With no middlemen or interpreters, each team member can access the same content by logging into BerniePortal. This transparency also extends to the candidate. As the candidate communicates with the hiring team he/she uses a unique BerniePortal login in order to access and respond to messages.

Time to Hire

Challenge

The best candidates are off the market in 10 days—a pace much faster than our old hiring process. With multiple people taking on different tasks within the hiring process, our team was highly susceptible the the classic workflow bottleneck. For instance, one person might overlook an email which then delayed the following stages of the hiring process. In the end, these delays cost us quality candidates and extended job vacancies.

Solution

BerniePortal Applicant Tracking allowed our team to continually track the hiring progress for each specific position and candidate. The color-coded hiring stages mark each candidate's status, so that there is always a clear next step to take. For instance, if a hiring manager wants HR to onboard the new hire, that hiring manager only needs to mark that particular candidate as hired.

The ability to track hiring progress allows our team to manage time more effectively, which translated into a faster time-to-hire. In fact, our team was able hire 3 times faster than before BerniePortal Applicant Tracking.

Why the rush? On average, it costs $4,129 to fill a single position. If you extend that process, the cost only grows. By decreasing the time-to-hire our team has been able to reduce the cost per hire.

> "*I know how much I have to do, which means I can better manage my own time.*"
>
> — *Whitney Timmons, HR*

Measurability

Challenge

Metrics are a key part of analyzing performance for any position and unfortunately, collecting quality metrics was next to impossible before BerniePortal Applicant Tracking. According to our HR team member, Whitney Timmons, "There was no way to measure anything—whenever I was asked to report on hiring progress, I had to look through all of my emails and make a best guess."

Solution

BerniePortal continually tracks the number of applicants per position as well as the number of active candidates for each hiring team member to see. This allows our team to gauge the size of our applicant pipeline and to measure the performance of the hiring progress.

Our team is not alone when it comes to this challenge. BerniePortal's ability to measure the hiring process aligns with the growing focus on metrics in the recruitment industry. In fact, the **LinkedIn 2018 Report** shows that globally, over half of employers are looking for better ways to measure the hiring process.
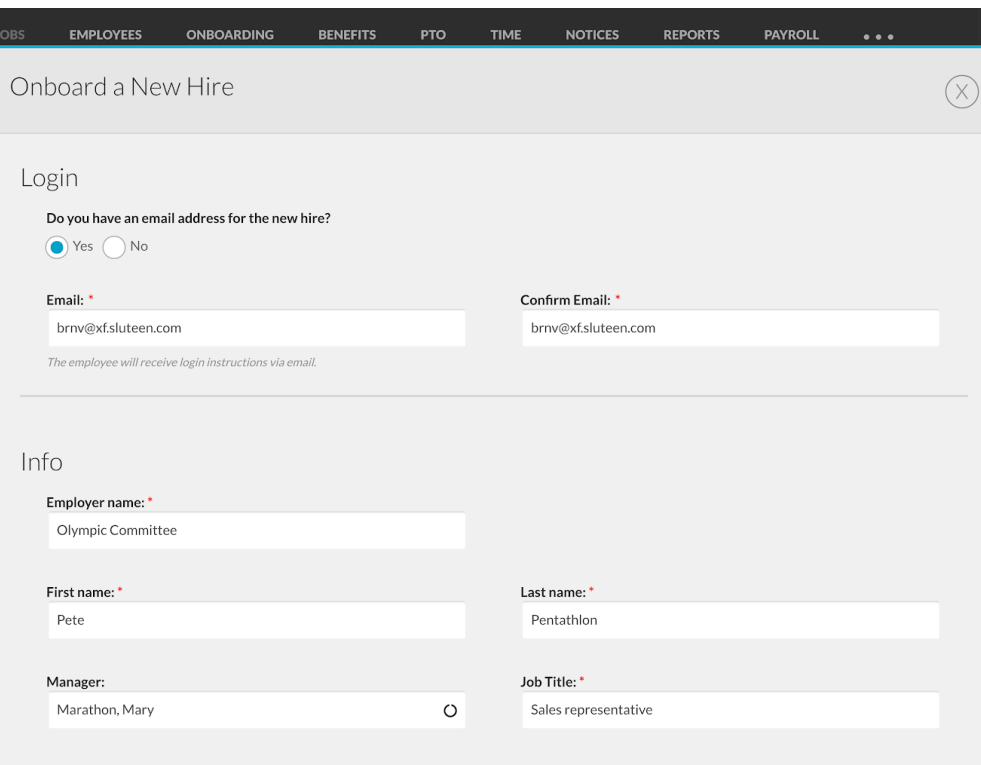
TOTAL APPLICANTS	ACTIVE APPLICANTS
5	0
4	2
17	4
2	1
2	0
0	0
1	0
10	0

Onboarding Efficiency

Challenge

During the hiring process, we would collect applicant information in bits and pieces via email. This meant that each applicant's information was scattered. In order to onboard a new hire we would have to comb through email threads in order to find the information we needed—much of which was found in separate conversations. This delayed our onboarding process and left each of our new hires waiting.

Why is this wait such a big deal? According to a [Gallup report](), a mere 12% of employees report a positive onboarding experience—an alarmingly small number. It is no coincidence then, that the turnover rate within the first 18 months of employment is at its highest during this period. A new hire's first impression of a company as an employee happens in the onboarding process. That impression could continue to color that employee's other experiences with the company. Using this logic, our previously slow onboarding processes may have created a negative first impression on our new hires prior to BerniePortal.

Onboard a New Hire

Login

Do you have an email address for the new hire?
● Yes ○ No

Email: *
brnv@xf.sluteen.com

Confirm Email: *
brnv@xf.sluteen.com

The employee will receive login instructions via email.

Info

Employer name: *
Olympic Committee

First name: *
Pete

Last name: *
Pentathlon

Manager:
Marathon, Mary

Job Title: *
Sales representative

Solution

BerniePortal is a single point of data entry a system that remembers information as it's entered. When an administrator goes to onboard a new hire from BerniePortal Applicant Tracking, the onboarding form is already populated with the information collected throughout the hiring process. This capability has limited data-mining and dramatically impacted our hiring team's onboarding efficiency.With this onboarding efficiency, we have been able to make a better first impression to our new hires.

Candidate Experience

Challenge

A major challenge we faced was staying responsive to all candidates. With email as our primary mode of communication, our team struggled to stay on top of all communications. The reason this was a problem was because responsiveness largely shapes the candidate experience. Why is this so crucial? Hiring responsiveness can impact the way a candidate views the company. For instance, an unresponsive team will likely make the company overall less attractive to candidates.

Solution

BerniePortal Applicant Tracking improved the user experience for our candidates by presenting a platform through which the candidate can communicate directly with the hiring team. Each candidate is invited to create a BerniePortal account upon receiving a message from the hiring team. After this account has been created, the candidate and the hiring team receive notifications that a message has been sent.

This improved the candidate experience because it allows our team to monitor messaging without skipping a beat. Now if a candidate sends a message, our team receives a notification via email and within the portal in order to prompt a response. This communication management functionality allows us to increase responsiveness, which in turn, increases candidate engagement and our "stickiness" as an employer.

Once the applicant has been hired, BerniePortal automatically transitions the the account type from "applicant" to "employee." Following this account transition, our new hires can use BerniePortal's employee functionalities such as onboarding and benefits. This seamless transition from hiring to onboarding declutters and improves our new hires' experience.
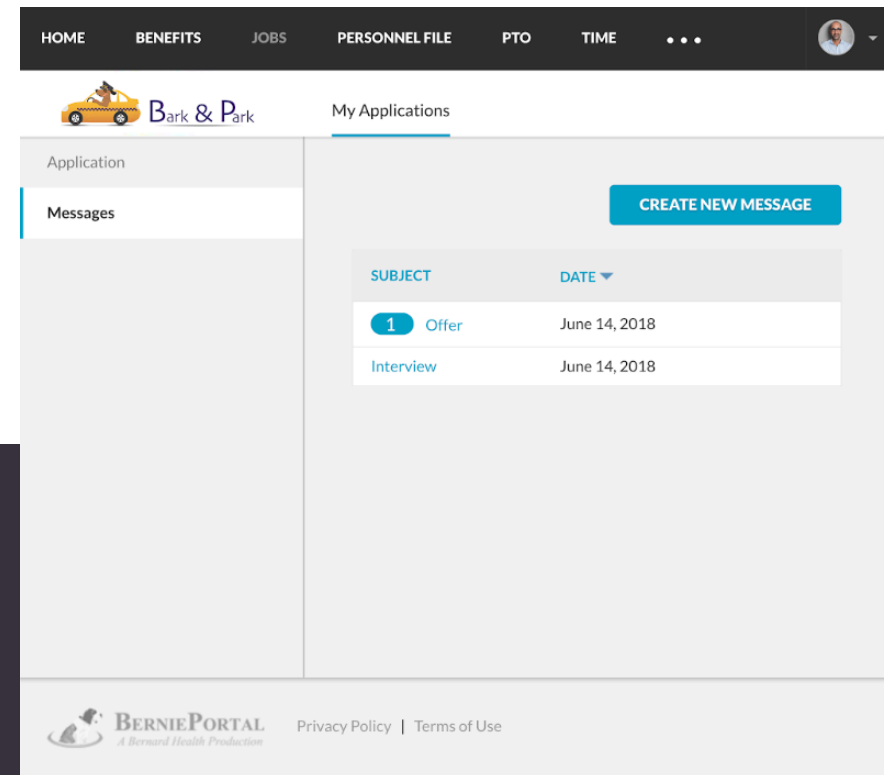
Conclusion

Part of the value of BerniePortal is that each feature is beta tested internally. Because each of our features have been created and modified according to our own experiences, the final product that we offer our users is one that we truly can get behind.

BerniePortal Applicant Tracking is no different. As this case study suggests, our hiring team significantly improved the hiring experience using BerniePortal Applicant Tracking and we have full confidence that BerniePortal Applicant Tracking will have a similar effect on your company's hiring practices.

BerniePortal

www.BerniePortal.com | 844-218-0909

Interested in learning what BerniePortal Applicant Tracking can do for your company?

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