



International Bank deploys Talemetry to leverage their current ATS and get more of the right candidates

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This global banking power house has over 100,000 employees operating in multiple countries under several different brands. As a global bank dedicated to the highest levels of customer satisfaction, they have to manage a unique mix of organizational complexities and regulatory compliance requirements.

After the 2009 recession, they restructured and reinvented the company through several broad-reaching initiatives designed to ensure they became more efficient. With a history of growth driven by acquisition and the success of autonomous business units covering thousands of locations, many different regions, and six major consumer brands; providing maximum efficiency and satisfaction to its internal business units was a challenge.

In 2011, this global bank began a journey to restructure their HR service delivery from an organizational and technical perspective. They standardized on the Oracle PeopleSoft HCM platform, building on an already heavy investment in PeopleSoft across their company. This involved a corporate-wide upgrade of PeopleSoft and a functional deployment across several disciplines. Talent acquisition would be migrated from a SaaS ATS provider to PeopleSoft.

The talent acquisition team wanted to use this project to improve their overall strategic capabilities around candidate experience, direct sourcing, and candidate attraction, while standardizing on the new corporate PeopleSoft platform. To accomplish this goal they needed a recruitment marketing platform that was deeply integrated with PeopleSoft and could provide the tools to drive their strategy.

They maintained several career sites that were highly customized and expensive to keep updated. Their drop off rate was high and they were experiencing instability with their jobs integration. Finally, their sites were not mobile-enabled so they knew they were missing out on a large number of interested candidates.

An external vendor was managing job advertising and the bank was only getting efficiency data through third parties. They were also highly dependent on recruiting agencies and all controls for managing this budget were manual.

Finally, they had a strategy to gain efficiency by launching a new internal sourcing function to proactively find and engage candidates for current and future jobs.

The Recruitment Marketing Search

This global bank knew where they needed to focus and had clear objectives for this new initiative. They were searching for:

- A flexible platform to deliver a modernized candidate experience to gain access to more candidates, especially from mobile, internet savvy candidate pools
- Management and automation of their external job distribution and recruiting vendors
- Support for their new internal sourcing initiative, including candidate pipelining and mass engagement tools for volume hiring
- Deep integration with their existing ATS to support their corporate technology direction
- End-to-end analytics to ensure they were getting source to hire data that could help them identify inefficiencies, maximize their recruiting ROI and keep on top of their regulatory compliance.

“We needed flexibility,” said the bank’s Head of Program Delivery. “The system needed to meet the needs of everything from a niche investment bank, to supporting the volume hiring necessary for our operational teams and our personal business banking.”

The team mapped their challenges and their requirements to the vendor landscape, Talemetry was the only provider who could meet their functional needs with the required integration, security and compliance capability, and handle the massive scale of this complex global bank.

“It was important for us to have a product that Oracle would recommend and endorse to work with our PeopleSoft platform,” added the bank’s Head of Program Delivery. “Oracle Gold Partner Talemetry was the only vendor to address all the priorities and concerns that we noted.”

Implementation and ATS Migration

Talemetry implemented the solution using a phased approach. The bank was migrating from their old ATS to PeopleSoft TAM, while implementing a number of other system changes to core HR, helpdesk and more. One of the main concerns was ensuring there would be no hiccups that could reflect negatively on their brand.

In the first of three six-month phases, the bank began by integrating Talemetry to their old legacy ATS, deploying Talemetry’s candidate experience solutions and setting up candidate and job feeds. Because Talemetry sits between the ATS and candidates, and syncs jobs and candidate data between the ATS and external vendors, it is uniquely effective at facilitating ATS transitions. It reduces data migration and minimizes recruiter/candidate disruption.

The second phase was syncing Talemetry (which now contained the candidate and jobs data from the old ATS) to the new PeopleSoft TAM solution. With the new system in place, Source & CRM, Job Broadcast, and Agency solutions were rolled out.

Finally the two organizations went through a third phase of stabilization and evolution of the solution. “This was the most critical period...the beginning of the journey,” said the Head of Program Delivery. “We’ve evolved the system as we’ve gone, which has been very helpful in making sure we’re meeting the business need and minimizing disruption.”

During this phase, the ongoing evolution of the system included:

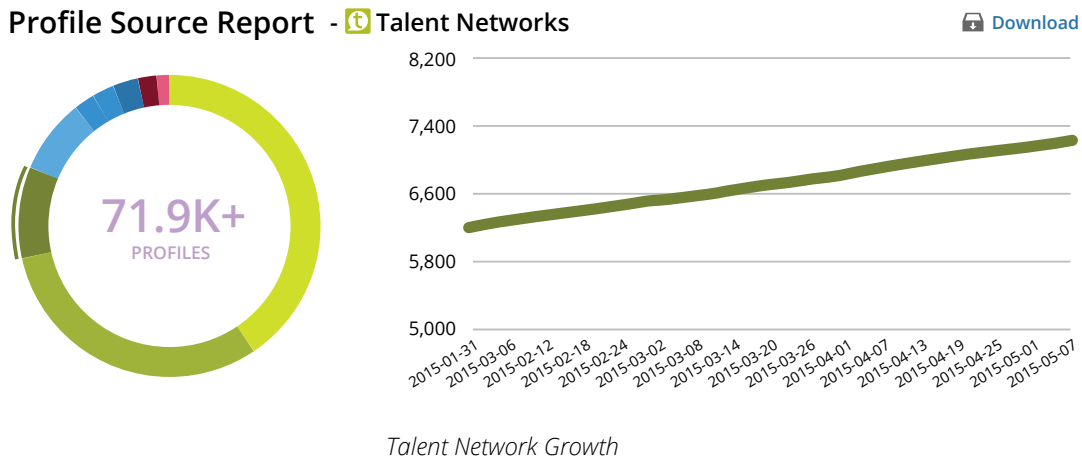
- Adjusting marketing spend based on clear visibility to results
- Refining the workflow processes and database spend for recruiting teams
- Adjusting agency processes based on visibility of results

This Global Bank Sees Significant Results Across All Talemetry Modules

With the full Talemetry platform up and running, this bank has seen solid results in terms of both usage and efficiencies gained across all their stated areas of need. Talemetry's analytics have given the bank crucial insights into the performance of both the system and their recruiting efforts.

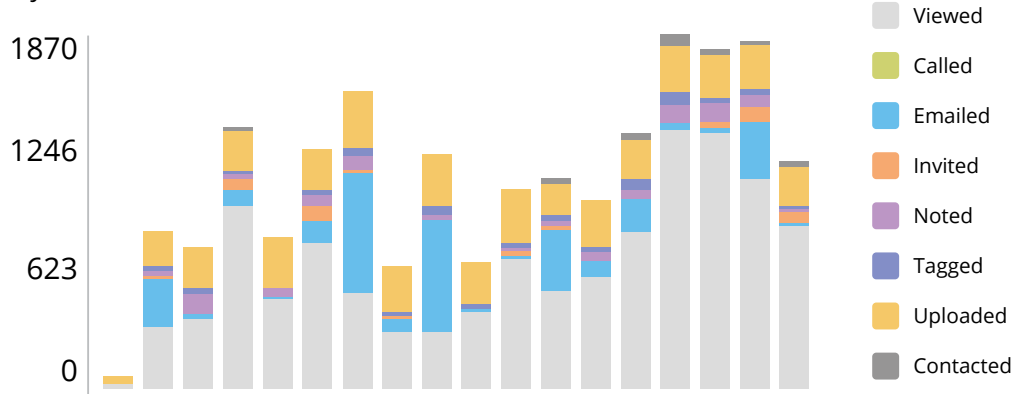
Sourcing and Engagement

Talemetry's Source & CRM solution supports over 400 users, has been optimized to search 10 external sources (along with their internal PeopleSoft past applicants) and has resulted in a centralized talent pool that has grown by 87% and continues to grow 10% on monthly basis.

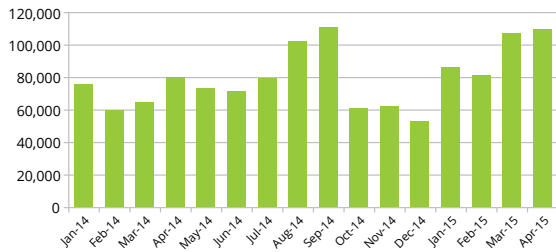


Company Activity

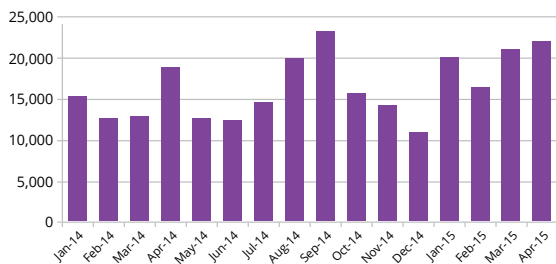
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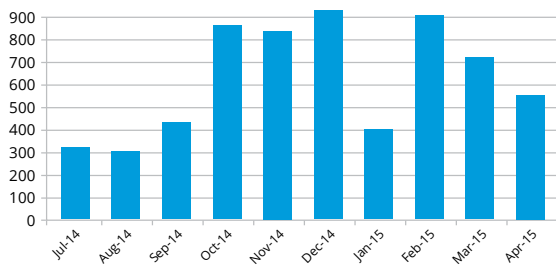
Job Views



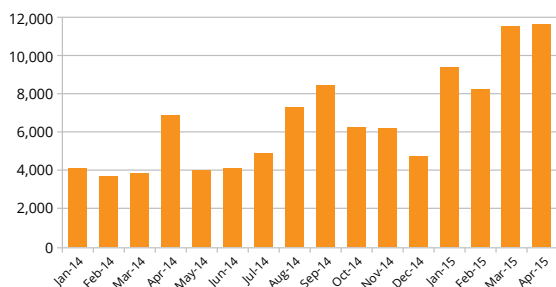
Application Starts



Applicants Hired



Completed Applications



Candidate Attraction

Talemetry's Job Broadcast module has allowed the bank to centrally automate posting based on job type, location, or any other business rules. This removes the requirement for recruiters to review and post new requisitions. Talemetry's analytics give a crystal clear view of activity and results over the first 10 months:

- 1,174 manual postings
- 5,167 automated postings
- 863,134 job views
- 178,683 application starts
- 81,139 applications completed
- 740 hires

Candidate Experience

Talemetry's Candidate Experience Solutions have provided a flexible platform for the bank to showcase their multiple brands and target jobs and content to their various candidate targets. "Talemetry has allowed us to not only deploy targeted general sites, but campaign-specific sites to support our events or email outreach with targeted relevant content," said the bank's Head of Program Delivery. "If you had told us to expect two million visits with an average of four actions per visit before we implemented Talemetry, we would have signed up immediately."

In the first 10 months, Talemetry's Candidate Experience Solutions have supported:

- 7 external career sites globally
- 15 external campaign microsites
- 2 internal career sites
- Responsive design
- Social media integration
- Talent Networks on each career site
- 8 different apply workflows
 - 7 workflows for external candidates
 - 1 workflow for all internal candidates
- 736,520 total apply starts
- 386,053 total apply completes
- 8,808 total hires
- 72,000+ candidates registered via Talent Networks

Agency

By consolidating all agencies and managing them through Talemetry's Agency portal, the bank was able to manage what was previously uncontrolled spending across their business units. They now manage 281 agencies, tracking the amount of jobs they share and the candidates that are submitted, accepted, and hired. The result of implementing both the Agency portal and stimulating internal sourcing with Talemetry Source & CRM has resulted in a significant reduction in cost and an increase in efficiency.

Lessons Learned

One year post implementation, the bank is very satisfied with Talemetry's partnership and the results to date. At the same time, they do acknowledge there are things they would do differently.

They advise others to avoid customizations if at all possible. "The few issues we've had have all been around customizations we insisted on," they said. "Troubleshooting becomes difficult within customized processes because it's virtually impossible to determine where the problem lies."

Similarly, they advise others to give recruiters a voice in the selection and deployment of the system, but not make it the strongest voice. "Focus recruiters on what outcomes they desire, rather than on what features and processes they need," they said. "That's what drove most of our customizations. If we'd had a focus on outcomes, we could have worked within the standard capabilities of the system to meet those outcomes."

The bank also stresses the value of understanding your processes and training all users thoroughly, including giving them an understanding of the consequences of not following the processes.

Above all, the bank advises to take advantage of your vendor and partner with them. The bank has benefitted by understanding the Talemetry roadmap and communicating with Talemetry to influence the direction of the product. They've also benefited from the value that Talemetry brings with their experience in supporting recruitment marketing across a number of organizations.

Supporting the Success of the Bank

This global bank, like all Talemetry clients, gets the benefit of a Customer Success Manager. Talemetry's support team and the bank's team meet monthly to discuss issues or trends that are affecting the system and their business. In addition Talemetry conducts a quarterly business review in which Talemetry presents important analytics data for the last period's recruiting activity. The teams discuss directions that the recruiting team is considering, next steps for expansion of the solution, along with product roadmap reviews and planning for new feature utilization and more.

"We've got a really great working relationship with Talemetry and that doesn't happen by accident," says the Head of Program Delivery. "It takes a lot of work on their side and on ours, but it has been critical to our success."



About Talemetry

Talemetry® works with your applicant tracking system enabling you get more of the right candidates to apply for jobs using all recruitment marketing and sourcing channels and activities on a single powerful technology platform.

The Talemetry suite helps large organizations automatically distribute jobs, search and source candidates, build talent pipelines, engage candidates with full CRM, provide rich social and mobile candidate experiences, integrate external recruiters, manage all recruiting vendors, and measure and optimize their recruitment operations.

To learn more visit www.talemetry.com
Or follow [@Talemetry](https://twitter.com/Talemetry)

What's Next

Looking forward, the bank is in the process of adjusting their marketing spending based on the analytics data they get from their Talemetry platform. They are continuing to evolve their processes based on usage patterns and results of their efforts.

On the horizon is an evolution of the bank's brand for their Career Sites. Despite the increased traffic and engagement they experienced with the roll out of the Talemetry Career Sites Module, the bank is committed to keeping their content fresh and modern, and relevant to their target candidates. They are focused on expanding their use of social and mobile capabilities in their recruitment efforts.

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The Talemetry Recruitment Marketing Platform

