

UNIVERSITY OF CALGARY USES TALEMETRY TO IMPROVE CANDIDATE EXPERIENCE AND INCREASE THEIR TALENT POOL

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– Nicole Wheeler
Manager of Talent Acquisition

The University of Calgary (UCalgary) has 5,000 employees with 31,000 students across 14 different faculties. Lauded as #12 on the QS worldwide ranking of “Top 100 Universities Under 50 Years Old,” it is not resting on its laurels. It has a strategic vision to become a “Top five Research University” by its 50th anniversary in 2016.

With their “Eyes High” Top Five vision, UCalgary has important talent needs and a good story to tell prospective candidates.

To meet their hiring needs, they identified several key goals:

- Increase their brand awareness
- Expand the visibility of their open jobs
- Provide exceptional candidate experiences
- Target individual faculty candidates with relevant online content
- Track and optimize results

UCalgary uses PeopleSoft cross-departmentally throughout the University. Though committed to their PeopleSoft system University-wide, there were several barriers to achieving their goals with their PeopleSoft TAM system alone.

- Search engines and aggregators couldn’t index their jobs
- Browser incompatibility and lack of a mobile interface proved frustrating for candidates
- Disparate, non-integrated faculty pages on their career site made brand uniformity and maintenance of job listings time consuming and expensive
- All metrics stopped once a candidate viewed a job within PeopleSoft, making important traffic analysis impossible

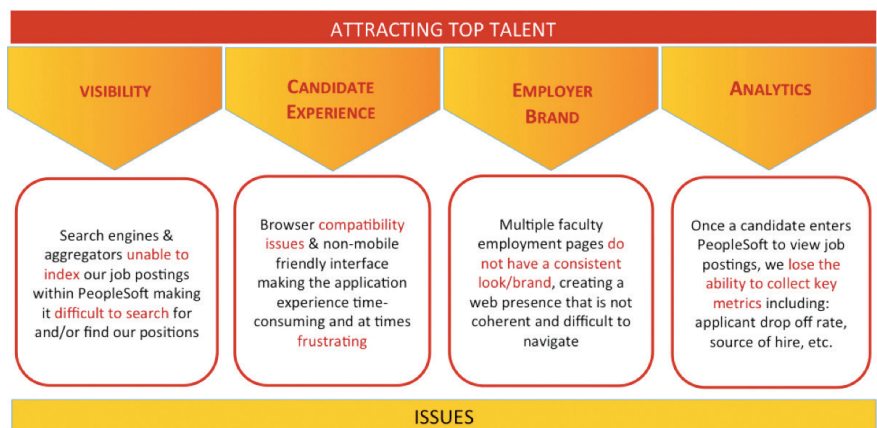
Search for a Solution

The University of Calgary team searched for a solution that could integrate with PeopleSoft TAM and give them the tools and analytics necessary to refine their approach and meet their hiring goals. They needed a solution that could:

- Create an engaging, easy to use, mobile friendly career site
- Ensure their job postings were visible to candidates via search engines and aggregators
- Support segmented microsites for faculties with consistent branding
- Provide a view into their recruitment analytics for optimization

After evaluating several solutions, UCalgary chose the Talemetry recruitment marketing platform, specifically their Career Sites, Apply, and Job Broadcast solutions.

“Talemetry met our needs and represented the best mix of flexibility, price effectiveness, and integration,” said Nicole Wheeler, the University’s Manager of Talent Acquisition. “And the fact that they were an Oracle Gold Partner with validated PeopleSoft integration sealed the deal.”



Issues Facing University of Calgary

Implementation

University of Calgary worked with Talemetry’s dedicated implementation team to deploy and configure the solutions in a phased manner, adapting Talemetry’s managed implementation process for their specific needs.

Planning, requirements gathering, and design took approximately three months, after which the Apply module was integrated into the PeopleSoft Candidate Gateway, providing applicants easy resume upload and LinkedIn profile extraction to speed up the application process.

Following that, both the Career Sites and the Job Broadcast solutions were configured and deployed.

UCalgary began by deploying their global career site and three faculty microsites. Their internal team started designing additional faculty sites to be deployed after the initial implementation. Their goal was to achieve a consistent design across all sites, with responsive mobile capability and SEO optimization of the site and job pages.

Finally, Talemetry’s Job Broadcast solution was deployed with the aim of getting all jobs auto-posted on Indeed, Simply Hired, Glassdoor, and Eluta with no recruiter intervention. This required initial configuration of business rules to support the auto-post feature. In addition, selective jobs would be posted on LinkedIn. Special tracking links were auto-created for tracking jobs posted to specialized associations. All of UCalgary’s social platforms were also configured into Talemetry for UCalgary to post open jobs with a single click. Finally, analytics were configured to measure source-to-hire effectiveness at the University overall, as well as at the job level.

University of Calgary Sees Significant Progress with Talemetry

With the Talemetry solution up and running for a full 10 months, UCalgary has seen solid results in terms of increased visibility for their jobs and improved candidate experience. Talemetry's analytics have given UCalgary crucial insights into the performance of their recruiting efforts.

Candidate Experience

Talemetry's Career Site module supports the main career site and three faculty microsites and has handled 725,000 visitors and 2.5 million page views. Bounce rates have consistently remained under 25% with the average visitor spending 4½ minutes on the site. This represents a 500% increase in career site traffic.



University of Calgary's Referral Traffic

With increased exposure, the addition of new easier navigation, resume extraction, and mobile-friendly design, "applicants per job" has increased by 50%. Plus, they are now able to deliver content and jobs, showcasing unique value propositions for each specific faculty.

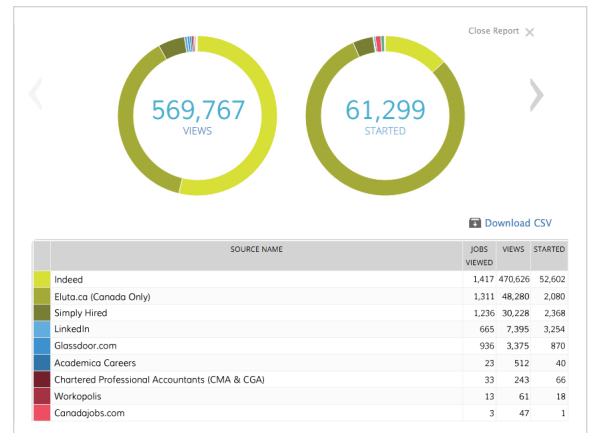
Talemetry's Career Site analytics have also revealed 377 additional sites referring candidates to UCALGARY resulting in more than 6,500 applicants.

Job Distribution

In the 10 months since launching Talemetry's Job Broadcast solution, UCalgary has posted 1,375 jobs to 17 different sources and generated 561,000 views. All without requiring recruiters to view and distribute each job out to their preferred boards.

They have seen the bulk of their extended reach through posts to Indeed and they are able to use their views and conversion rate metrics to adjust and optimize their sources across all of their posting activity.

"We're getting a good handle on which sources are performing better in a number of ways," said Wheeler. "We find we get the most views and candidates through Indeed, for example, while LinkedIn gives us the highest conversion rate from traffic to applicant."



University of Calgary's Job Board Data

Lessons Learned

Nearly a year into their use of Talemetry, Wheeler points to a few key lessons learned along the way:

Having dedicated IT resources, including PeopleSoft analysts and application support, is a key success criteria. In addition, including key stakeholders early in the selection and implementation process helps ensure that your system will be best matched to business needs and there are no surprises as you tackle system configuration and implementation. It also promotes continuity as you define maintenance strategies.

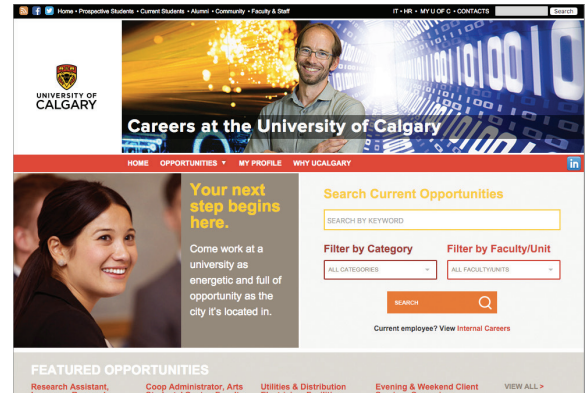
The bottom line was for the entire teams from Talemetry and University of Calgary to be as clear as possible on the functionality of the system, especially with regard to how it integrated with University of Calgary's PeopleSoft TAM system.

Talemetry Case Study: University of Calgary

Supporting the Success of University of Calgary

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

"Our close relationship with Talemetry's Client Success team has really helped us get the most out of the system," says Wheeler. "Going live was just the first step, with ongoing evaluation and refinement being a year round process."

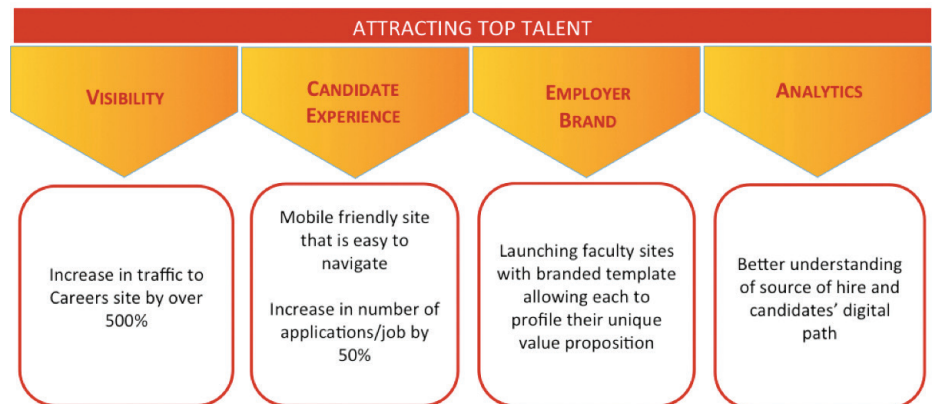


University of Calgary's New Career Site

What's Next?

Looking forward, the University of Calgary is planning an upgrade to PeopleSoft 9.2. Once that is complete, they will implement the full Talemetry Apply solution to support targeted, social/mobile applications for their academic recruiting. The Apply solution will be used for non-academic jobs first, with academic online applications likely coming as a second phase.

They are also planning on expanding Talemetry Career Sites to create a mobility site for internal employees. And of course, they will leverage Talemetry's user-friendly content management system to refine and evolve their career sites as they gain more candidate traffic insight and their brand evolves.



University of Calgary's Project Results

"With a solid 10 months of experience, we now feel more confident in broadening the solution," said Wheeler. "Talemetry's ongoing support and implementation services are working with us as we work through our PeopleSoft upgrade and plan for expansion."



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

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About University of Calgary

The University of Calgary is a leading Canadian university located in the nation's most enterprising city. The university has a clear strategic direction to become one of Canada's top five research universities by 2016, where research and innovative teaching go hand in hand, and where we fully engage the communities we both serve and lead. This strategy is called Eyes High, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.'

For more information, visit UCalgary.ca. Stay up to date with University of Calgary news headlines on Twitter @UCalgary. For details on faculties and how to reach experts go to our media center at UCalgary.ca/news/media

The Talemetry Recruitment Marketing Platform

