

How This Consumer Goods Leader Boosted Applies 69% with AI



COMPANY PROFILE



Industry
Consumer goods



Employees
37,000+



ATS
Taleo

The Challenge

With more than 40 consumer-based brands spanning a diverse range of industries, this enterprise needed to distinguish their lines to job seekers while integrating them under their parent company. The common denominator? The company's commitment to innovation and superior product performance.

The talent acquisition (TA) team wanted to showcase those values on their career site to reflect the work culture and inspire job seekers to apply. To deliver, they needed a site that could be updated in-house to keep up with company changes and developments. Lag time between updates was costing the company valuable career site apply clicks.

At the same time, the team lacked a clear strategy to market to best-fit talent. Running highly segmented campaigns across popular job boards wasn't producing the number of hires they needed, considering the team recruits for all brand positions from the factory floor to the executive level. With low ROI and no hiring or applicant flow analytics to drive optimization, the team knew something had to change.

“We move quickly and need our HR technology to help us keep that pace. With Phenom, we know our tech will always be cutting edge.”

Director, North America Talent Acquisition & Operations



The Solution

In 2018, the company announced a series of strategic initiatives designed to improve operational performance and evolve the portfolio to a group of more consumer-facing brands, powered by innovation, eCommerce, and international deployment. It was the perfect time to align themselves with a like-minded company that could help them deliver best-in-class talent experiences with the latest technology.

More specifically, the TA team wanted a solution that would enable them to:

- **Control the career site in-house to ensure consistent messaging and on-the-fly flexibility**
- **Market to job seekers through integrated, highly targeted campaigns**
- **View intuitive analytics to improve recruiting strategies**

It was the artificial intelligence behind **Phenom's Intelligent Talent Experience** platform that really piqued the team's interest. As they learned more about the platform's robust targeting and hyper-personalization capabilities, they felt confident they could not only convert more candidates, they could also leverage the technology to streamline and elevate their employee, recruiter and management experiences.

After meeting the Phenom team, they could check off two more important priorities: partnering with a fast-paced company that could keep up with constantly evolving technology and that shared a similar work culture.

"Being able to relate to the people behind the product is priceless," shared thier director of North America Talent Acquisition & Operations. "We prioritize the same values, which means working together is easy. Phenom is more like an extension of our own team, so we don't feel like we're always being sold on something. Rather, [they] know what we need and are there to help."

Throughout implementation and beyond, frequent phone calls and live trainings ensured customer service that goes above and beyond. In fact, collaborating with the Phenom team was pivotal in successfully restructuring their career site and leveraging their new technology to its fullest potential.

Much of the strategy involved building out their landing pages for hard-to-fill roles and then focusing email campaigns to drive candidates to those pages.



The Results

The creative control afforded by the **Phenom CMS** helped the team transform its once stagnant career site into an engaging, up-to-date reflection of the company's brand. "I didn't realize how much content can affect applicant flow," revealed their director of TA, who marveled at the speed with which their talent community has grown since using the CMS to attract job seekers with video, animated images, employee testimonials, and other easily refreshable content.

In addition, the brand-specific marketing campaigns the TA team utilized through the **Phenom Talent CRM** were so successful that they reduced their agency spend with outside vendors and increased job leads and shares instead. "Now we can get really creative, do as many campaigns as we want, learn how they perform, and switch them up," she shared.

"Instead of just sending links to jobs, we're giving candidates content they want to interact with," she continued, which enhances the experience and helps convert leads.

Driving more applies and conversions are the AI-driven search results that serve up the kind of tailored job recommendations candidates really want. And within just 4 months of deploying **Phenom Chatbot**, the team witnessed a considerable uptick in activity that unlocked a highly motivated talent pool they didn't even know existed. In fact, *more than 96% of job seekers viewing opportunities through the chatbot clicked apply.*

Pulling everything together, **Phenom Talent Analytics** provided a 360-degree view of the team's recruitment strategies. From career site traffic, job shares, and unsubscribes to insightful chatbot data, the team was able to adjust recruitment strategies and update content based on real-time data and performance metrics.

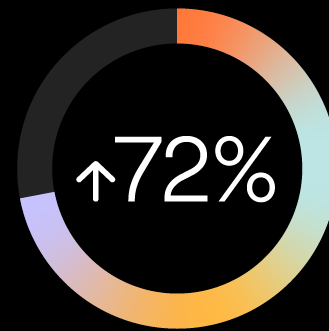
"We have so much value at our fingertips now," said their director of TA. "Thanks to Phenom, we're able to attract the right talent and position ourselves as a true market expert. "

"Since implementing the Phenom Intelligent Talent Experience platform, our talent community skyrocketed from 300 to 13,000 members."

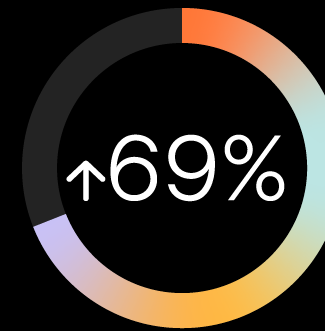
Director, North America Talent Acquisition & Operations

Success by the Numbers

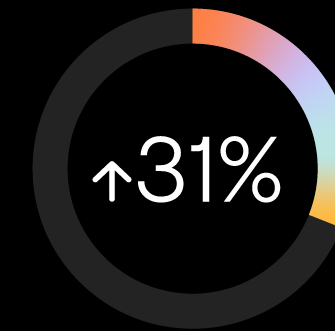
In 1 year:



Number of campaigns



Apply clicks



Job seekers

**In just 1 month, Phenom Chatbot
drove incredible results:**

58,124

Interactions

96%

of chatbot users who viewed a
job clicked apply

17%

of total apply clicks on the career
site came from chatbot users

15%

of job seekers used
the chatbot

See the Phenom Intelligent Talent Experience platform in action

Book a demo

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

