

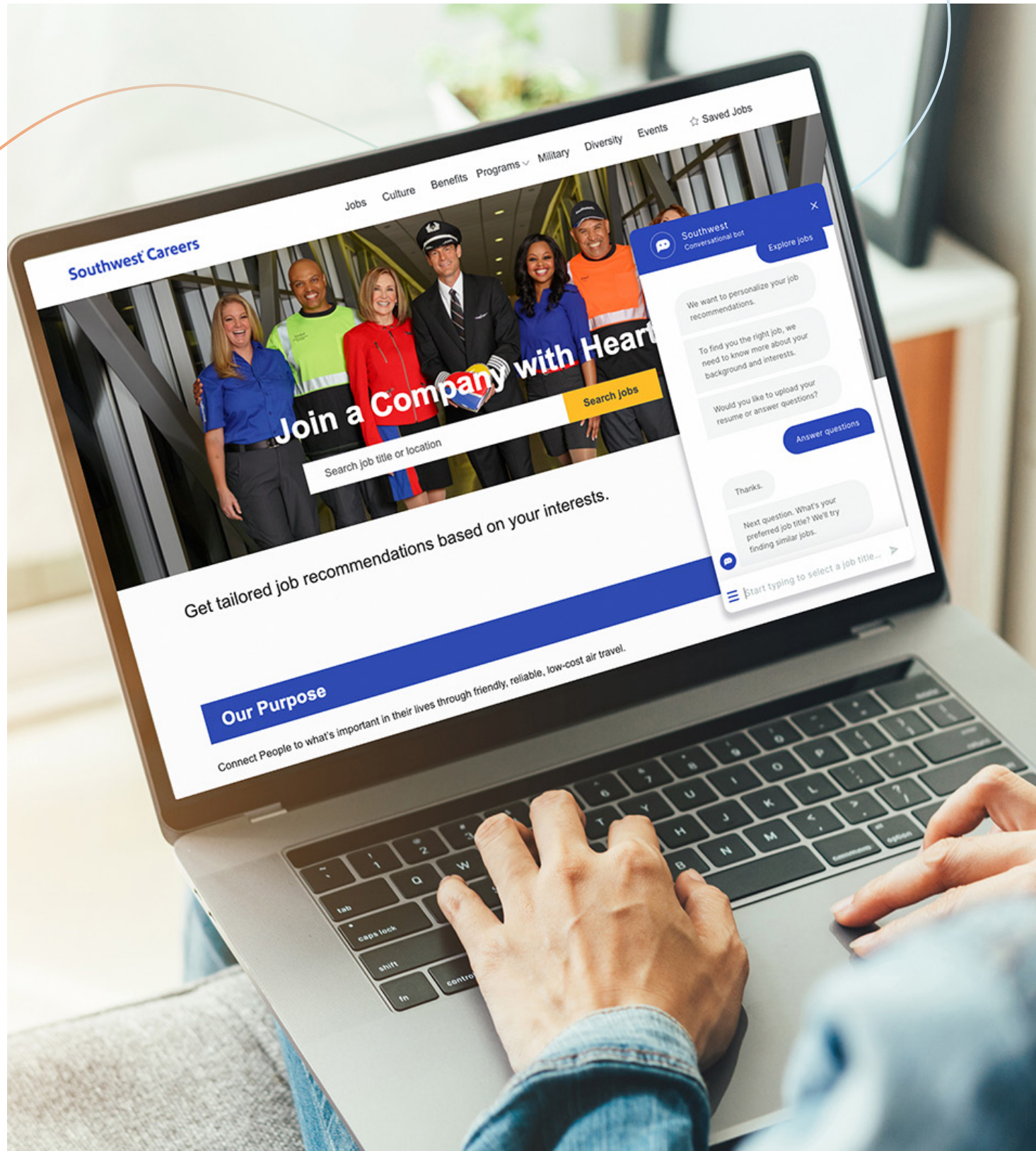


Southwest®

The background of the slide features a photograph of two women in business attire standing in front of a large window. The woman in the foreground is wearing a blue blazer and a red top, looking off to the side with a smile. The woman in the background is also smiling. A blue ribbon is draped across the lower part of the image. There are decorative curved lines in orange and blue on the left side of the image.

## How Southwest Created a **Great Candidate Experience** Through Phenom





# The Challenge

Southwest wanted to fuel their candidate experience with the same momentum as their employee experience — hyper-personalized and engaging. Their existing career site did not provide actionable data in order to optimize their recruitment spend.

Additionally, Southwest hires with three core values in mind: a Warrior Spirit, a Servant's Heart, and a Fun-LUVing Attitude. Together, these values make up what Southwest refers to as "Living the Southwest Way." The values are actually expectations and are tied to performance appraisals. This means Southwest employees are required to love their jobs!

Southwest needed to communicate these expectations to prospective employees. Although the company is fortunate to receive hundreds of thousands of applications a year, Southwest wanted to ensure they were attracting the right candidates living by these values. The challenge was showcasing these principles to a broad audience, before ever having the opportunity to talk about them in person with the candidate.

"Southwest has a strong history and employer brand. Phenom helped showcase our story and brand in ways we couldn't do before the Phenom TXM platform."

**Greg Muccio**

Senior Director of Talent Acquisition  
Southwest Airlines



# The Solution

By adopting the Phenom Talent Experience Management (TXM) platform, these challenges were resolved by giving the team the ability to:

- **Attract the right talent by delivering personalized and interactive career site experiences to tell the Southwest story**
- **Run campaigns to capture passive candidates**
- **Provide actionable insights into the hiring funnel and the source of applicants to help measure ROI**
- **Retain talent and drive employee referrals with Phenom Employee Experience**





# The Results

Southwest participates in the Talent Board's CandE Awards every year. The year they amplified their talent acquisition strategy with the TXM platform, their candidate experience ranked the highest in three key categories: overall experience, likeliness candidates would apply in the future, and likeliness a candidate would refer a connection to work for the company.

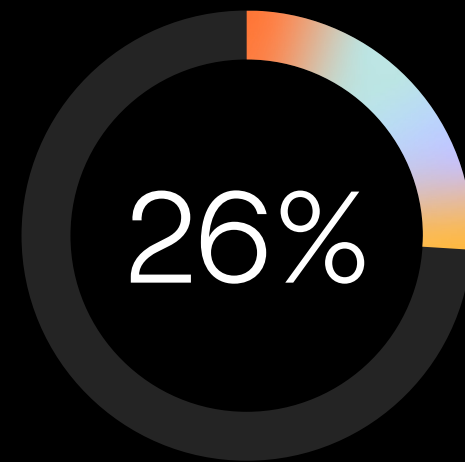
Long before they submitted for the CandE Awards, the team witnessed immediate results after implementation. In less than 90 days after going live, Southwest saw significant improvements in the candidate experience and gained valuable benefits and insights into their talent acquisition strategy including:

- **Ability to mirror the consumer experience on an engaging career site and showcase its award-winning culture and employer brand**
- **Stronger candidate experience survey responses**
- **Robust talent analytics to make well-informed decisions on the channels to allocate recruiting spend**
- **Early platform adoption across TA team**
- **Increased career site conversion rates**

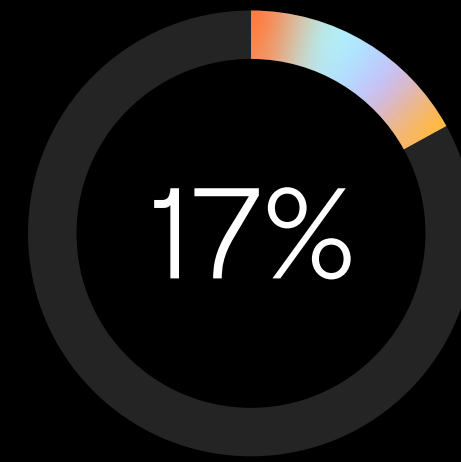
# Success by the Numbers

90 days after implementation:

**1 million**  
new career site visitors



**Increase** in job seekers who  
say they'd likely to apply



**Increase** in people who say they'd  
likely refer someone to Southwest





Southwest has been the nation's largest domestic air carrier since 2003. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 99 destinations in the United States and 10 additional countries. Known for its amazing culture and employee experience, Southwest employs more than 58,000 employees to date.

<b>Industry</b>	Airline
<b>Career site</b>	<a href="https://careers.southwestair.com">careers.southwestair.com</a>
<b>Headquarters</b>	Dallas, TX
<b>Employees</b>	58,000+



# 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.

