



Taking Ownership of Recruitment Marketing





The Challenge

UScellular™ wanted to improve the delivery of their recruitment strategies and turned to RPO provider, AgileOne, to enhance this process. During the beginning phase of their partnership, UScellular™ presented challenges and pain points that intertwined with promoting their employer brand to increase candidate engagement on their career site.

With these challenges top-of-mind, the talent acquisition team partnered with AgileOne to digitize the recruitment process, so together the teams could:

- **Edit the career site in real time, without external assistance**
- **Increase overall candidate volume**
- **Optimize recruitment marketing ROI**

AgileOne and UScellular™ chose the Phenom Talent Experience Management (TXM) platform to strengthen their recruitment marketing efforts, enhance candidate sourcing, and automate candidate engagement.

“The flexibility we have with the Phenom TXM platform enables us to put things in place that in the past we wouldn’t be able to deliver in a timely fashion. Rapid response in real time for talent acquisition is huge for us.”

Shell Lohmann

Director, Talent Programs and Employment Branding
UScellular™

The Solution

Shortly after implementing the Phenom TXM platform, the company saw immediate results and impact to their talent acquisition process.

Hyper-personalized Career Site

By implementing a **Phenom Career Site**, UScellular™ candidates started to receive AI-driven job recommendations based on their skills, interests, and geographic location. Further, both active and passive candidates were captured in the **Phenom CRM**.

Fast Content Management

With **Phenom CMS**, UScellular™ was able to save time and eliminate additional steps with the branding team — and taking more control helped them increase productivity. The TA team was provided the ability to create landing pages, tailor specific messaging for events, and rapidly respond in real time to necessary changes.

More Effective Campaigns

To increase brand awareness and applicant flow for the corporate office, UScellular™ used **Phenom Campaigns** to launch a recruitment marketing campaign targeting the Chicago area. With the ability to put tracking tokens on each digital channel, the company was able to try better channels and maximize recruitment spend.

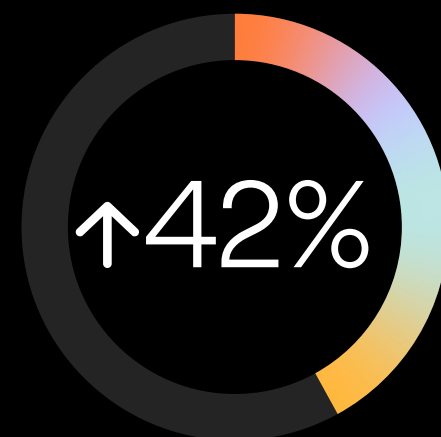
Deeper Analytics

Using **Phenom Talent Analytics** allowed the team to track more data, such as open rates, traffic sources, and hiring statuses. UScellular™ was able to find the true ROI from their campaign launch. The data and analytics also provided more agile decision making to optimize their recruitment efforts.

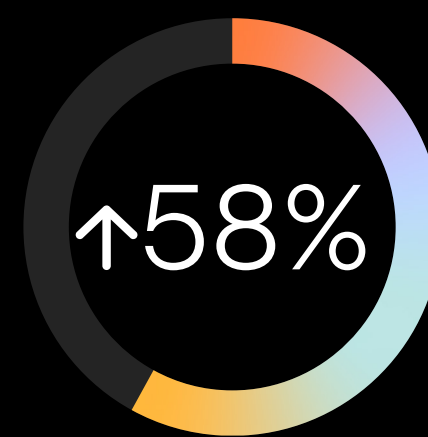


Success by the Numbers

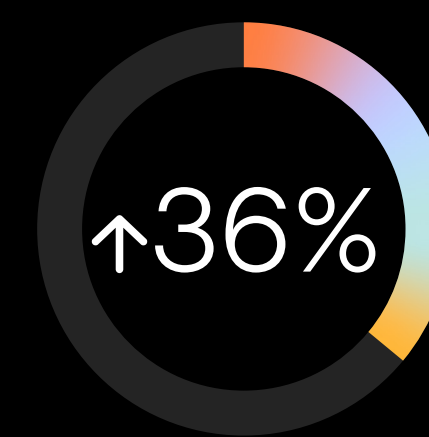
90 days after implementation:



Increase in career
site traffic



Increase in applications



Increase in applications
from campaigns



With over 4.5 million customers, UScellular™ is one of the largest wireless service carriers in the nation. Consistently honored as a top workplace, UScellular™ empowers its 5,400 associates to make meaningful contributions to its success.

Industry	Wireless Services
Career site	uscellular.jobs
Headquarters	Chicago, IL
Employees	5,000+



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.

