



# How NFI Increased Leads for Driver Jobs by 328% in 90 Days







# The Challenge

NFI recognized a few problems in their application workflow which contributed to lower than expected conversion rates and a bad candidate experience. While their employer brand was well communicated on their career site, how to submit an application was not. In order for a candidate to apply, they had to sign up for talent network on the career site in addition to submitting their resume for the position. Oftentimes, candidates completed only one of these actions, believing they successfully applied. They were unaware that their application wasn't received until they followed up with NFI.

Abby Post, Director of Talent Pipeline Programs for corporate and operations positions, and Lance Christensen, former Director of Recruiting for truck driving positions at NFI, knew that more effective technology was available. New solutions could offer their candidates an easier apply process and their recruiters more insights into talent pools.

But NFI was in a pinch. They were on a monthly contract with an employment website provider and didn't want to spend any more of their budget than necessary switching to a new vendor, so they had to transition quickly. In addition to the tight timeline, they were searching for a vendor that could:

- **Enhance the candidate experience to increase completed applications**
- **Integrate with two specific applicant tracking systems**
- **Offer visibility into their product roadmap to confirm NFI would have access to the latest technology available**

“Seeing the Phenom CRM piece and all the functionality that was at the recruiters’ fingertips was as much of a selling point for me as the career site for the candidates.”

## Abby Post

Director of Talent Pipeline Programs  
NFI



# The Solution

Post and Christensen heard about how the **Phenom Talent Experience Management (TXM)** platform focused on improving the candidate and recruiter experiences. After seeing the platform in action, it was apparent that Phenom's AI-powered technology helped candidates with personalized apply processes and provided recruiters with an abundance of candidate data and insights.

From the start of the decision-making process, Phenom was the top vendor of choice as they demonstrated that the TXM platform could easily integrate with both of their systems including their Department of Transportation-compliant ATS.

In the end, the Phenom product roadmap solidified NFI's choice to adopt the platform because the technology — and the people who built it — were ahead of industry trends.

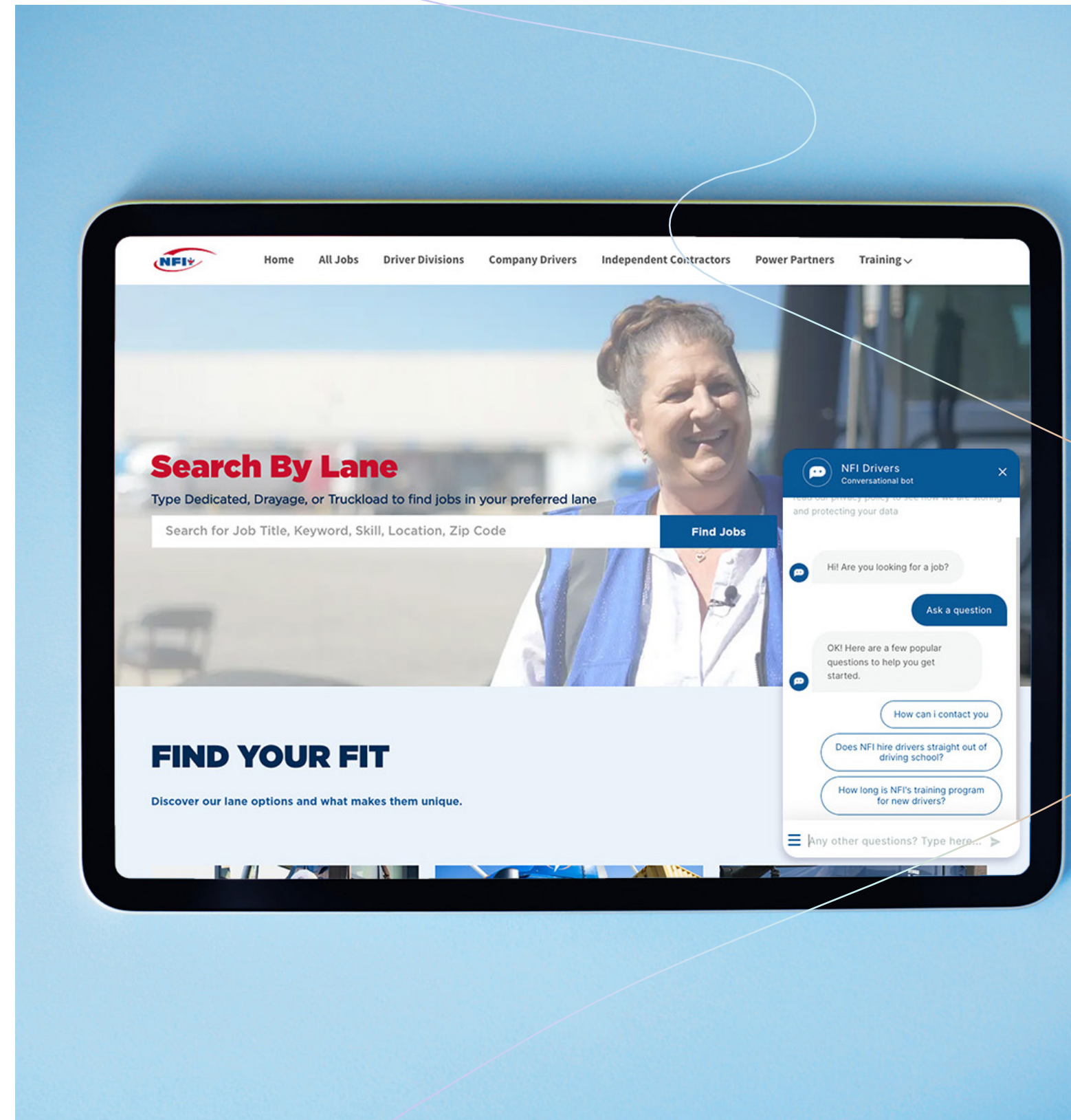
"I felt other companies were a step in the right direction from where we were, but we knew there was still more. The Phenom TXM platform was so much further ahead than anything else," said Post.

After teaming up with Phenom, it was a race against the clock to launch the new NFI career site. In less than 60 days, the Phenom implementation team and NFI worked tirelessly to get all of their branded content and job postings on a beautifully presented site with the back-end features and analytics for the recruiters. The finished product optimized their recruitment strategy and increased conversions for both corporate and driver jobs.

"Driver jobs are hard-to-fill roles. But with the Phenom Talent Experience Management platform, we are engaging with candidates and turning them into applicants like never before."

## Lance Christensen

Former Director of Recruiting & I/C Capacity  
NFI





# The Results

The capabilities Phenom provided were invaluable to both recruitment teams. It brought a seamless apply process to candidates, data and insights to recruiters, and analytics for stronger business decision making to management. The Phenom TXM platform enabled NFI to:

- **Edit and refresh all career site content on the fly with the CMS**
- **Improve recruitment marketing strategy with landing pages and Contact Us forms to increase talent pools**
- **Communicate with teammates and screen candidates faster and more effectively within the CRM**
- **Analyze and modify campaign and sourcing strategies based on real time analytics and reporting**



# Success by the Numbers

## NFI Corporate & Operations Jobs

Within 90 days, NFI saw an increase in corporate and operations job seeker traffic and conversions.

185%

**Increase** in apply clicks

297%

**Increase** in job seeker traffic

7,566

New applications

## NFI Driver Jobs

Within 90 days, NFI was able to better attract and engage with driver candidates for those hard-to-fill jobs.

63%

of job seekers came  
from mobile device

1,430

new job seekers from  
campaigns

facebook

Facebook was the top traffic  
source from campaigns





NFI is a fully integrated third-party supply chain solutions provider. Serving customers around the world, across a variety of industries, NFI is dedicated to providing customized, engineered solutions that propel a business to succeed. NFI’s business lines include dedicated transportation, warehousing, intermodal, brokerage, transportation management, global, and real estate services.

<b>Industry</b>	Logistics
<b>Career site</b>	<a href="https://careers.nfiindustries.com">careers.nfiindustries.com</a>
<b>Headquarters</b>	Camden, NJ
<b>Employees</b>	11,000+
<b>ATS</b>	UltiPro & Tenstreet





# 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.

