

How North Highland Experienced a **60%** Increase in Career Site **Traffic** with Phenom



The Challenge

In this tight labor market, companies are scrambling to find the right talent. North Highland was one of those companies. As a global consulting firm, North Highland provides management consulting solutions as well as delivery consultants for clients' role-based needs. Their main goal was to transform the candidate experience they were providing job seekers.

Part of the challenge was their existing basic career site which had stale content, stock imagery, and outdated recruitment system integrations. Not only did the site not accurately portray the brand or culture, but its required registration and lengthy apply process was dissuading best-fit talent from completing applications. The North Highland talent acquisition team also did not have the right tools to send email campaigns to active and passive job seekers. At one point, the team had 98,000 candidates interested in management consulting positions without any accessible means to engage them.

Similarly, while North Highland was successful using their Bullhorn ATS to accommodate large quantities of applications for delivery consulting positions, they needed reliable analytics to understand the entire talent lifecycle to maximize sourcing strategies and candidate conversions across their TA team.

The company was at a crossroads. They had to decide whether to invest in a new technology solution or rebuild their career site. Either way, the solution needed to integrate completely with their ATS for maximum visibility into the candidate journey.

The long-term, far-reaching benefits of a fresh approach convinced them to start searching for a platform that could optimize their talent experiences. North Highland wanted a platform that could help them achieve the following goals:

- **Increase recruiter efficiency**
- **View insightful analytics**
- **Build a sourcing function**
- **Leverage technology to drive more applies**

“The seamless integration between our Phenom Career Site and Bullhorn ATS allows recruiters to focus their attention on building relationships with candidates, while the Phenom CRM provides sourcers with an ever-growing pool of engaged talent to nurture. Everyone wins!”

Russ Wallis

Former Director of Operations
North Highland



The Solution

The team's search led them to the Phenom Talent Experience Management (TXM) platform — an all-in-one solution that delivers personalized experiences throughout the talent lifecycle for candidates, recruiters, employees, and hiring managers. In addition to maximizing the impact of their front-facing career site for candidate and recruiter productivity, they discovered the robust TXM platform could enhance internal experiences for North Highland's 2,000 full-time employees and nearly 700 contractors.

Assured of its unrivaled value, the team eagerly adopted the platform to begin executing their new strategies. The 8-week implementation process was smooth, organized, on time, and on budget — and the results surpassed their expectations.

“No other solution will give us the visibility into untapped sources of talent and optimize the candidate experience with such ease.”

Chris Stanzione

Former Head of Global Talent Acquisition
North Highland





The Results

The new hyper-personalized career site is bringing tailored job recommendations to candidates instead of tasking them to find the right fit. Even with more traffic and applicants than ever before, North Highland's recruiters have been able to keep up, thanks to the seamless integration with their Bullhorn ATS.

With **Phenom Talent Analytics**, management at North Highland can put real numbers behind their sourcing strategies. The team now has insights into the number of visitors each job description attracted, the candidates converted, and the applicants who made it through the interview process to the offer stage. The ability to view these unique interactions enables team members to continuously monitor and adjust their talent strategy.

“Before Phenom, North Highland couldn't capture candidate data. With the TXM platform, we not only capture that data — we can manage it to engage and convert best-fit talent.”

Chris Stanzione

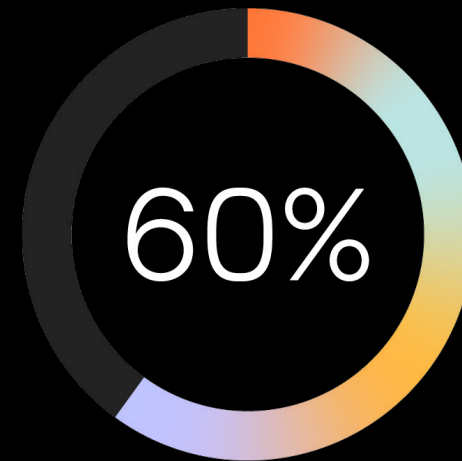
Success by the Numbers

After deploying the Phenom TXM platform, North Highland can understand their candidate journey and boost their recruitment funnel.

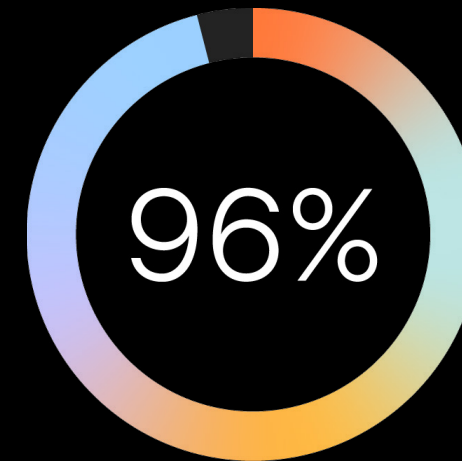
Phenom enabled North Highland to:

- Improve visibility into untapped talent sources
- Convert candidates with email campaigns
- Analyze the candidate journey from career site to ATS
- Engage internal employees and capitalize on their networks

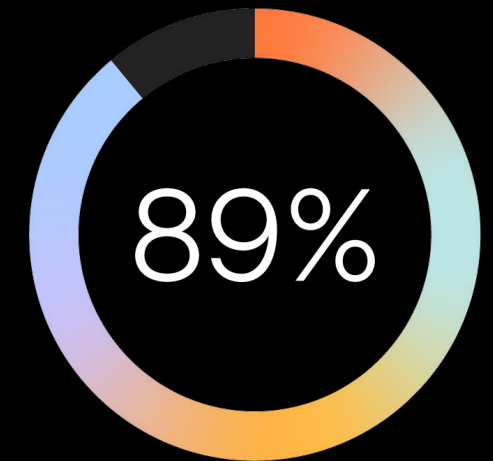
In just 90 days on the Phenom TXM platform:



Increase in job seekers



Application completion rate



New job seeker traffic

The Future

Looking ahead, North Highland wants to elevate its recruiter and employee experiences through **Phenom Talent Marketplace** and **Phenom Referrals**. Employees can quickly submit best-fit candidates from their networks, unlocking new talent pools for recruiters. Thanks to the **Phenom CRM** and **Phenom Campaigns**, active and passive prospects can then easily be nurtured to apply via targeted email campaigns and event promotions.

In addition, they plan to capitalize on the platform to do more automated recruitment marketing around the globe — a goal they say would be unattainable without Phenom. Future endeavors can be simplified even further with **Phenom Chatbot**, which automates transactional exchanges such as candidate screening, interview scheduling, and answering job seeker FAQs. It engages candidates with natural conversation while freeing up recruiters to focus on tasks that require a more personal touch.



NORTH HIGHLAND

North Highland is a global management consulting firm known for helping clients solve their most complex challenges related to customer experience, performance improvement, technology & digital, and transformation. They add value to and support clients across the full spectrum of consulting, from strategy through delivery. They bring the big ideas, then make them real. North Highland is an employee-owned firm, headquartered in Atlanta, GA, with more than 3,000 consultants and 70+ offices worldwide.

Industry	Management Consulting
Career site	careers.northhighland.com
Headquarters	Atlanta, GA
Employees	3,000+
ATS	Bullhorn



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.

