



How Newell Brands Boosted Applies 69% with a New Career Site



The Challenge

Newell Brands is home to many of the world's most recognized brands — Sharpie®, Graco®, and Rubbermaid®, to name a few. With more than 40 consumer-based brands spanning a diverse range of industries, it's important to distinguish each line while also integrating them under the Newell Brands name. The common denominator? Newell's commitment to innovation and superior product performance.

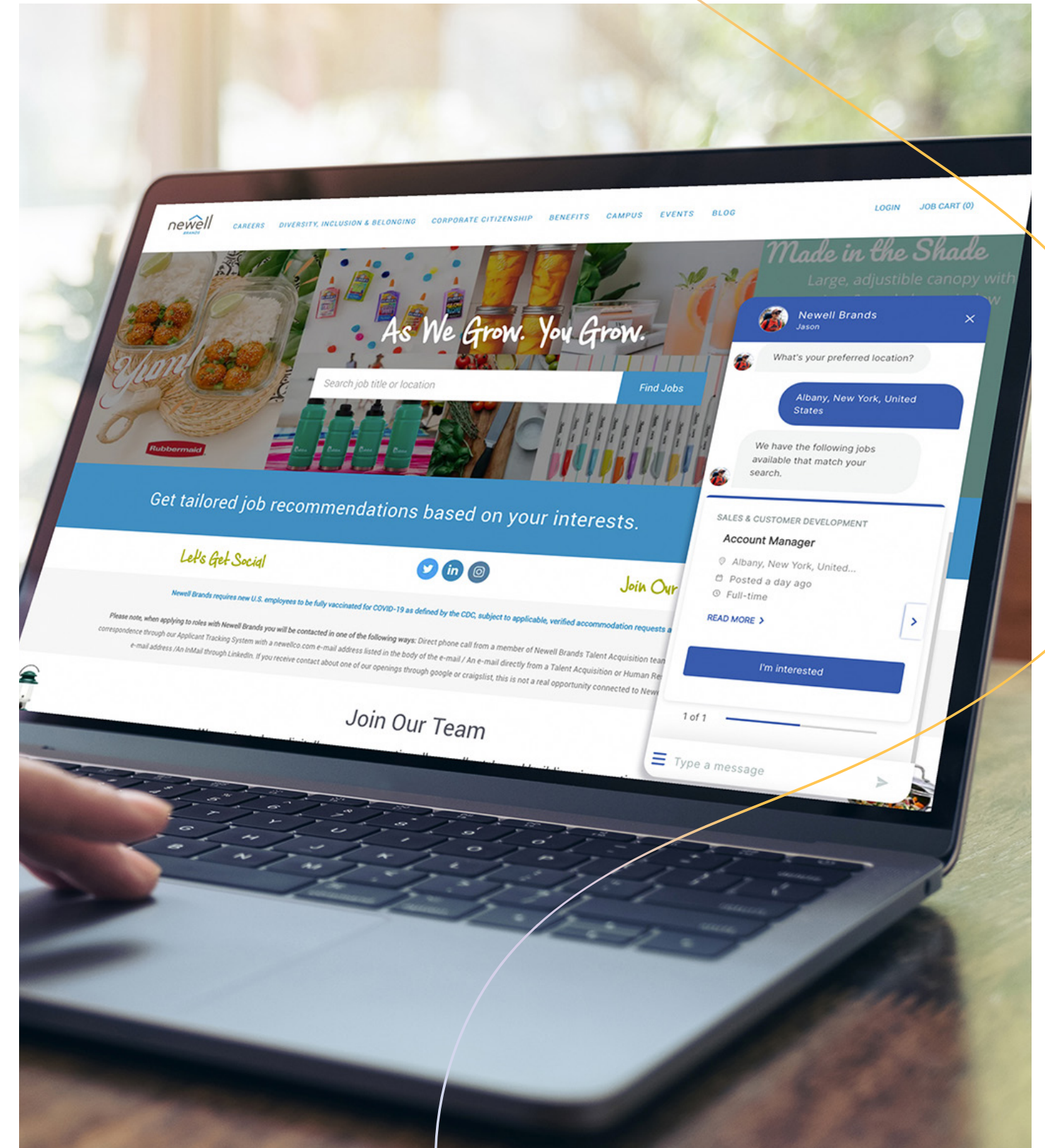
The talent acquisition (TA) team wanted to showcase those values on their career site to reflect the work culture at Newell and inspire job seekers to apply. To deliver, they needed a site that could be updated in-house to keep up with company changes and developments. Lag time between updates was costing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

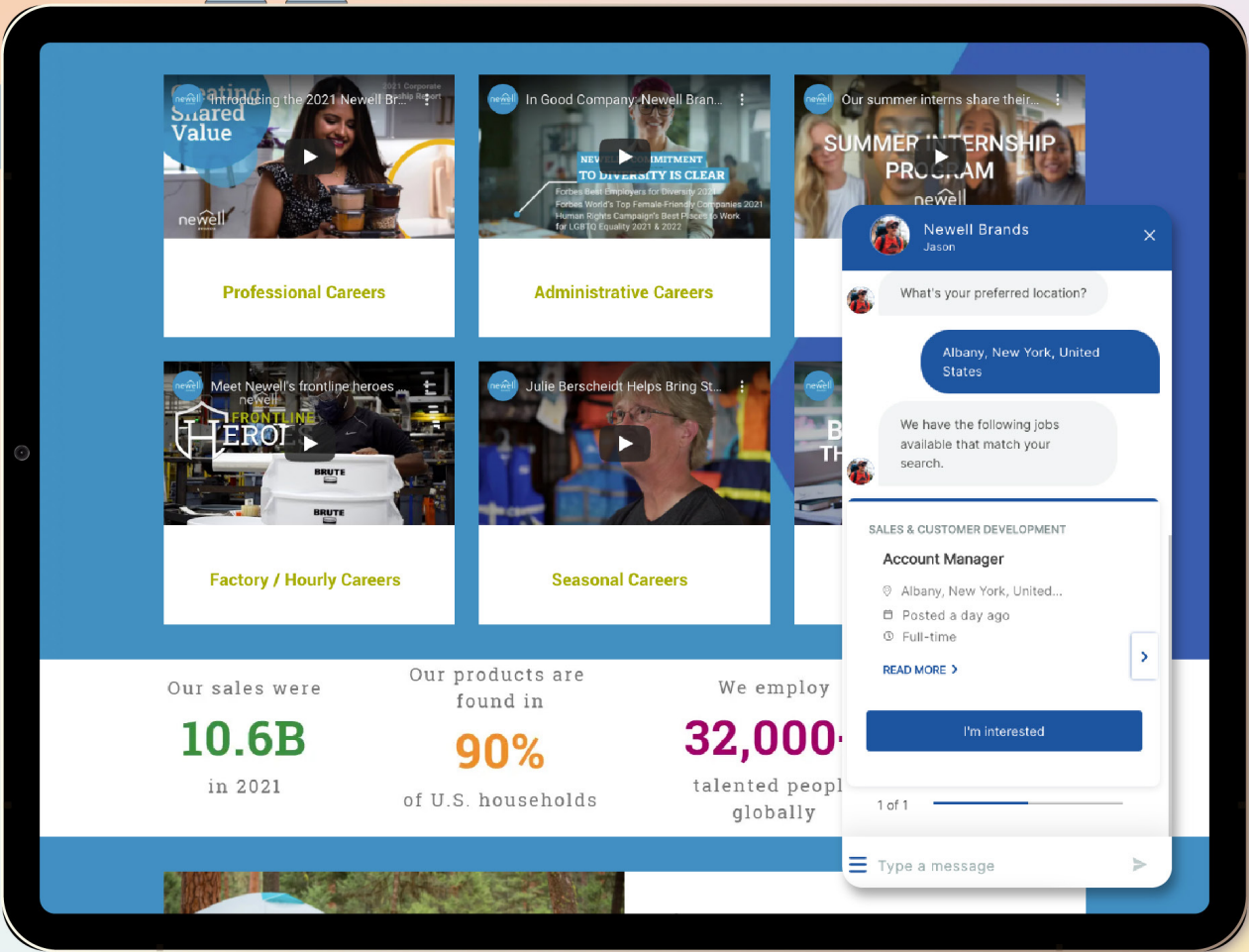
“We move quickly at Newell and need our HR technology to help us keep that pace. With Phenom, we know our tech will always be cutting edge.”

Ashley Blackmore

Director, North America Talent Acquisition & Operations
Newell Brands



The Solution



In 2018, Newell announced its Accelerated Transformation Plan: 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. According to Blackmore, 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 the **Phenom Talent Experience Management (TXM)** 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 onsite with Phenom, Blackmore says the team 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 as Newell.

“Being able to relate to the people behind the product is priceless,” shares Blackmore. “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 have 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. For example, to promote jobs within Newell’s Connected Home and Security division, they used the **Phenom CMS** to add a customized featured jobs widget and placed it front and center on their career site for maximum visibility.

The Results

The creative control afforded by the **Phenom CMS** has helped the team transform its once stagnant career site into an engaging, up-to-date reflection of Newell Brands. “I didn’t realize how much content can affect applicant flow,” revealed Blackmore, who marvels 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 is utilizing through the **Phenom CRM** have been so successful that they’ve been able to reduce their agency spend with outside vendors and increase 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,” shared Blackmore.

For example, to hire store managers in hard-to-fill locations within their home fragrance division, they engaged their talent pipeline with a contest to win a trip and a fun survey to find their favorite scent.

The campaign performed extremely well, revealed Blackmore. “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 bot clicked apply.*

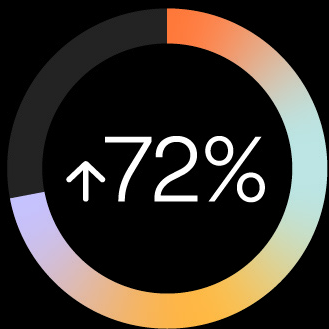
Pulling everything together are robust analytics that provide a 360-degree view of the team’s recruitment strategies — from career site traffic, job shares, and unsubscribes to insightful chatbot data the team can use to adjust recruitment strategies and update content. Weekly email updates also provide real-time feedback in a digestible format so team members can see what’s working and what needs optimization.

“Since implementing TXM, our talent community skyrocketed from 300 to 13,000 members.”

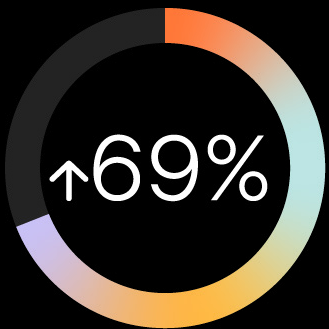
Ashley Blackmore

Success by the Numbers

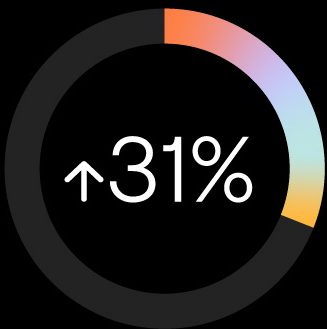
In 1 year on the Phenom TXM platform:



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

The Future

As Newell continues to expand on the TXM platform, Blackmore looks forward to using and promoting **Phenom Employee Experience (EX)** with **Phenom Talent Marketplace** and **Phenom Referrals**. "It's built-in internal networking that can open people's minds to different positions and growth opportunities," she notes. "That's an amazing capability to share with employees."

Another goal: rolling out the CRM to senior staff and the entire team of recruiters to increase efficiency and strategic awareness for the recruiter and management experiences.

"We have so much value at our fingertips now," says Blackmore. "Thanks to the Phenom TXM platform, we're able to attract the right talent and position ourselves as a true market expert."



Newell Brands is a leading global consumer goods company with a strong portfolio of well-known brands. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

Industry	Consumer goods
Career site	careers.newellbrands.com
Headquarters	Atlanta, GA
Employees	30,000+
ATS	Taleo



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.

