

# How Mercy's Top Candidate Campaigns are Converting **69%** of Job Seekers

Hiring nurses quickly has never been easier,  
thanks to Phenom CRM, Events, and Campaigns







# The Challenge

Nobody understands the nursing shortage better than the people who hire nurses. Finding qualified candidates to fill open positions is a huge undertaking for recruiters and talent acquisition teams when the talent pool is dry.

Kayla Drady, Director of Talent Acquisition Strategy & Operations at Mercy, can personally attest to this challenge. According to Drady — who oversees nurse recruitment across the organization's 40 acute care, managed, and specialty hospitals — sourcing experienced nurses was a critical concern that hinged on providing a better candidate experience.

"Our career site wasn't user friendly, visually appealing, or personalized for the candidate — especially without video or a chatbot," she recalls. Instead, it was more of a static landing page to direct job seekers to Mercy's ATS.

To help combat the problem, the team added internal talent scouts to proactively source appropriate candidates through popular job boards, social media, career fairs, and email campaigns. But with no CRM or analytics to track who was engaging with their brand, the scouts had to manually input all interactions into disjointed spreadsheets and cross-reference names with their ATS. The extra administrative work was time-consuming and unproductive.

"And what about those visitors who don't apply, or the applicants that don't make the cut the first time around?," asks Drady. "Without a CRM, you never talk to them again," she explains, precluding the ability to nurture passive or former candidates.

"Phenom's SMS capabilities are incredible! One-to-one text blasts have been a game changer for events recruiting. We're seeing immediate responses."

## **Kayla Drady**

Director of Talent Acquisition Strategy & Operations  
Mercy



# The Solution

Specializing in new recruitment strategies and platforms like text recruiting, event planning, and virtual career fairs, Drady was on the hunt to find a modern solution for Mercy's ongoing problem. The sustained nursing shortage created a critical need for efficiency across the TA team. "The question becomes: how can we do 20 percent more with 20 percent less?" says Drady. "How can we work smarter, not harder?"

When looking at providers, Phenom's AI and all-encompassing TXM platform for candidates, recruiters, employees, and hiring managers stood out. "Ideally, we'd like all TA processes on one platform," says Drady, whose team saw that Phenom's integrations and progressive innovation could get Mercy closer to that goal.

From a product standpoint, Phenom offers the key elements Mercy wanted to leverage:

- **Career site with chatbot to host engaging content, quick customization, and accurate, tailored job opportunities**
- **CRM to integrate with ATS**
- **SMS capability to streamline and optimize campaigns, events, and university recruiting**
- **Comprehensive analytics to test and track performance**

Of particular importance to Drady was the ability to share content on social media and track its reach and efficacy to targeted audiences from their CRM. Being able to see who's engaged and what's working on specific channels like LinkedIn, Twitter, Facebook, and Instagram is now a requirement for successful talent marketing, she notes.

"I sent a text blast highlighting an upcoming career fair, and in less than 1 hour we had 10 new candidates register for the event. That's amazing for this market."

**Kayla Drady**

## Quick win results from just one events campaign

In one year, Phenom helped Mercy run more than 160 campaigns. Here's a snapshot of one events campaign that quickly delivered exactly what Mercy needed — qualified best-fit nurses.

**5 min** prep time   **625** candidates   **40** registrants   **7** new hires





# The Results

Drady couldn't be more pleased with the value of the TXM platform. "Everyone who's using it loves it!" she reveals. Now, Mercy's talent scouts can see exactly where candidates are in the application process, share profiles with recruiters, send targeted email blasts to segmented populations, and track who's opening and clicking on specific campaigns.

Seeing where candidates are on their talent journey — and adjusting content and channels accordingly — has been instrumental in driving more traffic to Mercy's refreshed career site. In fact, **since going live with Phenom TXM, career site traffic has increased almost 500%**. And the conversational chatbot that greets visitors and facilitates their job search is helping to convert these visitors. In the first 3 months, 72% of the people who viewed a job through **Phenom Chatbot** clicked apply, and 61% of these applies came from mobile.

Analytics like these not only play a crucial role in the recruitment team's day-to-day operations, they're helping drive bigger strategic initiatives—like doing more with Phenom's SMS capabilities. Candidates are less likely to miss a text than an email in a congested inbox, Drady reasons. And they're more apt to register for an event through a texted URL link than sort through a crowded events page buried on a website, she says. Her instincts were correct.

"The results from texting have been incredible!" she shares. "I sent a text blast highlighting an upcoming career fair, and in less than 1 hour we had 10 new candidates register for the event. That's amazing for this market." Even more notable: setting up the campaign took 5 minutes, reached 625 people, garnered 40 total registrants after a follow-up text blast, and resulted in 7 new nursing hires.

Another key focus of Drady's team is university recruiting. Previously, collecting candidate information at on-campus events was disorganized and inefficient, with long lines and talent scouts having to manually input collected resumes and potential leads later. With **Phenom University Recruiting**, talent scouts can conveniently access everything they need to register and capture candidate information instantly from an app on their phones.

"This functionality has helped us hire a lot of graduate nurses as soon as they're ready to enter the workforce," says Drady. "We can tag them in the CRM, nurture them with targeted content, and then actively recruit them for open positions as they approach graduation."

"Phenom's AI is what sets them apart — it allows us to capture each candidate's digital footprint, which is key."

**Kayla Drady**



# Success by the Numbers

Mercy's year on the Phenom TXM platform:

500%

Increase in career site traffic

1M

Job seekers

3M

Job views

450K

Apply clicks

Mercy's chatbot results after 90 days:

171K

Interactions

72%

Apply conversion rate

Mercy's best-performing campaign of the year:

12K

Job seekers

69%

Clicked "apply"





# The Future

As their event initiatives continue to grow, Mercy plans to use their **Phenom Career Site** and **Phenom Campaigns** tools to promote more virtual career fairs and hiring events through online chats with nurse recruiters.

In addition, Drady can't wait to roll out **Phenom Employee Experience (EX)** to give Mercy employees the same job searching experience as external candidates — plus a talent marketplace for actionable internal mobility, referrals, mentorship, and more. "I think it's going to be great for cultural engagement," she shares, especially as the team plans to leverage more video centered around the heartfelt sentiment and mission of what it means to be a Mercy nurse.

More importantly, it's a way to retain nurses who are looking to make a move within the Mercy footprint without the heavy lifting. Instead of tasking talent scouts to spend up to 2 hours a week distributing flyers and cards asking for referrals, they can send an email blast in a few minutes and be well on their way to a referral bonus.

"We'll have a whole separate bucket of qualified candidates to choose from, and current employees can pursue growth opportunities that are right in front of them," notes Drady. "That's a game changer for everybody."

"I love that within the CRM, you can share a lot of content on social media and then track and optimize it through analytics."

**Kayla Drady**





Mercy is one of the largest Catholic health systems in the US, serving millions each year over a multi state footprint through touchpoints including outreach ministries and virtual care. It includes more than 40 acute care and specialty (heart, children’s, orthopedic and rehab) hospitals, 900 physician practices and outpatient facilities, 45,000 co-workers and 2,400 Mercy Clinic physicians in Arkansas, Kansas, Missouri, and Oklahoma.

<b>Industry</b>	Healthcare
<b>Career site</b>	<a href="https://careers.mercy.net">careers.mercy.net</a>
<b>Headquarters</b>	St.Louis, MO
<b>Employees</b>	45,000+
<b>ATS</b>	iCIMS



# 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.

