

LIFETIME®

Integrations, Automations, and Analytics:

**How Life Time Drives
Thriving Talent Pipelines**



The Challenge

Premier healthy way of life company Life Time offers top-tier athletic clubs, personalized training, nutrition and spa services, children's programs, athletic events, working spaces, and much more to help people live healthier, happier lives.

With its growth and success, Life Time had an opportunity to more effectively share its employer brand across various markets and channels. With 60-75% of team members being part-time, the company was competing with restaurants, supermarkets, and retail companies for talent.

The decentralized casting process, which is in the hands of each club location's leadership team, posed another obstacle: maintaining an efficient and consistent candidate experience that didn't sacrifice a highly personalized approach. Therefore, the corporate talent team wanted to ensure leaders at each location were able to efficiently capture quality candidates while still spending most of their time serving both team and club members.

"We wanted a platform that gave us the opportunity to leverage our brand, promote it through different channels, and then capture prospective leads," shared Mandy Wagner, Senior Director of Talent Acquisition at Life Time.

It was imperative for them to break away from the "just a gym" stereotype. "Being able to share our story and brand — and why Life Time is a great career — is the way we see success."

Life Time also wanted to increase its candidate pipeline to meet a 30% growth goal for new clubs and sought comprehensive talent metrics to track and substantiate their recruitment strategies.

To succeed, it was determined that a complete overhaul of their previous system was needed with specific goals to:

 **Increase career site visits and engagement**

 **Increase application pools**

 **Decrease application drop-off**

 **Increase visibility into staffing metrics**

"Having the right career site allows us clearly differentiate from others and share the story that aligns with our unique brand."

John Brennan

Senior Vice President, Human Capital
Life Time

The Solution

When reviewing platforms that could help them meet their goals, the Life Time team was drawn to Phenom because of its preferred partnerships – especially with their Workday ATS. The seamless and customizable integrations of their AI-powered career sites and talent CRM was a game-changer.

With [Phenom Career Site](#) and [CMS](#), the team can easily showcase its brand through customized pages while serving up personalized job recommendations and video-first content matched to a job seekers' skills, experience, preferences, location, and more. With no coding experience necessarily, talent teams can create, edit, and publish multiple forms of content in minutes.

The combination of [Phenom Talent CRM](#), [Campaigns](#), and [Talent Analytics](#) allow for a customizable candidate experience that targets best-fit candidates, showcases the Life Time brand, and nurtures job seekers into applicants while providing real-time metrics for optimization. "With Phenom, it's easy to create and deliver large campaigns that have allowed us to grow our application funnel and support our casting needs," said Wagner.

Similarly, [Phenom Chatbot](#) automates and streamlines repetitive, manual tasks for their leaders and hiring managers so they can spend more time developing their teams and delivering exceptional experiences.

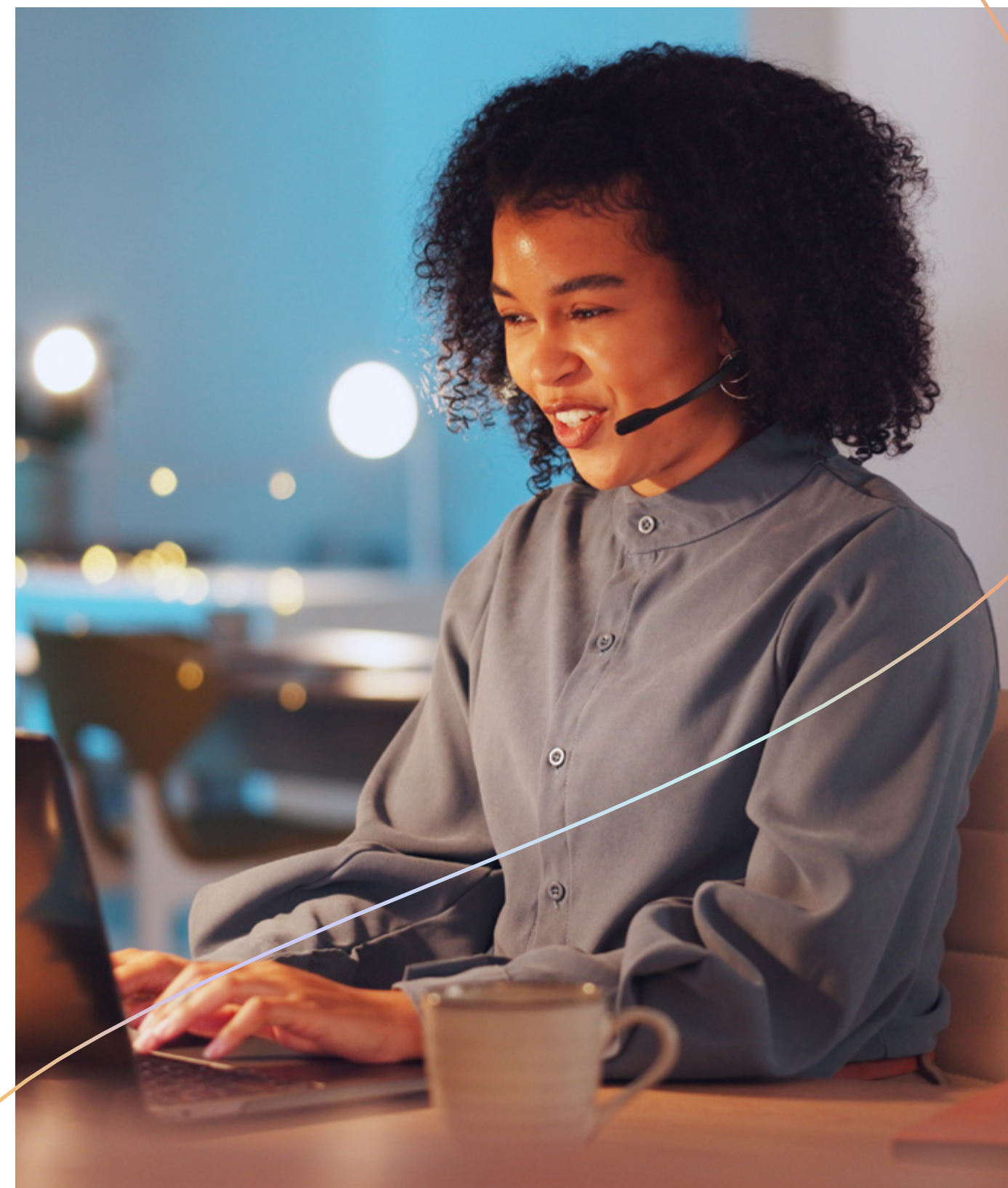
Additional capabilities, including [Phenom Hiring Manager](#) and video assessments via [Phenom One-Way Interviews](#), are currently being tested in Life Time's decentralized model. With these solutions, leaders should be able to review and move candidates through the process quickly.

"The tools and resources have comfortably given our leaders confidence knowing they have products to help them build funnels easily," shared John Brennan, Senior Vice President of Human Capital at Life Time.

"When we were looking at platforms, Phenom's premier partnerships, APIs, and tools that seamlessly integrate were big 'pros'"

Mandy Wagner

Senior Director of Talent Acquisition
Life Time





The Results

The implementation of the Phenom platform has streamlined the TA process within each club's recruitment team. Teams no longer need to manually navigate through a multitude of candidates or expend extensive effort to source them.

Their chatbot has helped generate 12% of monthly applications, while their use of campaigns drives continuous increased career site traffic and boosts in quality applies.

"We take great pride in the fact that we can make our club leaders' jobs easier," said Brennan.

Additionally, Phenom's ATS integration affords the ability to view specific metrics allowing the talent team to influence decisions that result in greater efficiency for leaders and candidates. "You can't improve what you don't measure," shared Wagner. "We were looking for a platform with an easy to use talent metric dashboard. We now have the ability to see specific talent metrics on demand."

As a result, they've improved their career site performance and candidate sourcing and recruitment marketing efforts with insights including source of candidates, application conversion rates, as well as campaign and job board performance.

"We take great pride in the fact that we can make our club leaders' jobs easier."

John Brennan

What Life Time Is Achieving With Phenom

“Phenom provides us with a single sophisticated platform that allows us to easily showcase our premier employer brand, cast over 30,000 annual hires, and influence strategic talent process changes that give back time to leaders and saves Life Time money.”

John Brennan
Senior Vice President, Human Capital



↑39%

Increase in unique leads

↑30%

increase in unique job seekers

↑31%

increase in career site visits

12%

of monthly applications generated by career site chatbot alone

The Future

Given Life Time's commitment to innovation and expansion goals, the talent team doesn't plan to stop here. There is a seasonality aspect to their casting, and expanding efficiencies to include customizable workflows for volume hiring is a win they're eagerly anticipating with the implementation of [Phenom High-Volume Hiring](#).

The solution will also include the roll out of [Phenom AI Scheduling](#) to speed time to hire for their frontline positions without sacrificing a great experience.

"Phenom's platform provides tools and resources that allow us to enhance our EVP and deliver premier experiences for all users from candidates and recruiters to our club leaders that play a large role in casting."

Mandy Wagner



LIFETIME®

Life Time is a healthy way of life company that is reshaping the way consumers approach their health by integrating where we move, work and live—digitally and physically—through our Life Time athletic resorts, Life Time Work and Life Time Living brands. Our objective is to deliver the best experiences and programs in the best places by the best people and performers. We are committed to an inclusive culture that welcomes and respects everyone, supporting all people on their path to healthier, happier lives.

Industry	Wellness and Fitness Services
Career site	careers.lifetime.life
Headquarters	Chanhasen, MN
Employees	36,000+
ATS	Workday
Website	lifetime.life
NYSE	LTH



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.

