

How A Leading North American Financial Institution's Tech-Savvy Talent Experience Resonates with Candidates and Recruiters





The Challenge

Industry
Financial Services

Employees
40,000+

ATS
Workday

As a major bank in North America, this financial group prides itself on financing clients’ growth and innovation, investing in the future-readiness of their workforce, and leading efforts for a thriving economy. But a few years ago, they realized their talent experience didn’t offer the same level of digital sophistication as their financial services.

The company’s talent acquisition team envisioned a solution that would capture and centralize candidate data as well as allow the team to employ innovative strategies and tactics to distinguish their candidate experience. “Everything is technology-based today,” said their TA Technology Business Analyst. “We wanted to keep up with that.”

Candidates weren’t the only audience slated for an experience upgrade. The company knew its recruitment team could benefit from a more holistic, digitally focused talent solution as well. “Overall, our recruiters needed a more seamless, user-friendly tool. The CRM we had in place wasn’t being used very heavily,” they said.

“Our candidates are very tech-savvy. We knew that to engage them better, we needed to present ourselves as a tech-forward organization.”

TA Technology Business Analyst at a leading North American financial institution

The Solution

The bank conducted a robust RFP process to find a comprehensive talent solution they could grow with. AI-powered career site capabilities and talent CRM functionality for enhanced recruitment marketing and events topped their priority list.

“Phenom provided the innovative product roadmap we were looking for. We wanted a partner to push us outside our comfort zone and work with us on where we wanted to be down the line,” the TA Technology Business Analyst said.

They implemented Phenom’s Intelligent Talent Experience platform and are currently leveraging the following features:

Career Site, Talent CRM, and Fit Score

The powerful combination of a **Phenom Career Site** and **CRM** gives their TA team the ability to capture, centralize, and manage candidate data, which is what inspired their initial quest for new HR technology. Infused with AI and automation capabilities like **Phenom Fit Score**, the CRM provides precision and efficiency when it comes to recruitment marketing. Recruiters can use AI fit scoring and matching capabilities to quickly surface candidate profiles with skills and experience that align with job descriptions.

“This is being adopted very heavily by our teams that focus on sourcing and finding the right candidates,” they said.

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One-Way Interviews

To meet high-volume demand for in-branch roles, recruiters need to contact as many candidates as possible. Using **Phenom One-Way Interviews** in the form of video assessments instead of phone interviews for more junior-level positions has been a “huge win” that has transformed the screening process.

“Candidates say they think it’s a really cool process. It makes us stand out from competitors,” they noted, praising the tool’s multi-language feature which they leverage to easily add video assessments in other languages for candidates whose first language is not English.

In addition, “Video assessments save our recruiters a lot of time that used to be spent on the phone. They can find the right candidates more quickly now,” they said.

Events

To streamline event creation, registration, and promotion across their career site and via social and email campaigns, TA team members are leveraging **Phenom Events**. They simply fill out form fields with event information (e.g., title, date, time, description), and the tool generates a unique URL and landing page. This allows easy registration for participants and also collects and stores their data in the CRM, where recruiters can create segmented nurture campaigns targeting specific audiences and event attendees.

“We love that the events module generates QR codes with each event, which makes it a lot easier for both recruiters and candidates. It’s little things like this where Phenom helps us stand out more and engage people better,” they said.



The Results

Now that they are able to deliver the tech-forward experience they envisioned for candidates and team members, the company is benefiting across the board with enhanced recruiter efficiency and collaboration, as well as better candidate engagement.

In the past, recruiters used manual spreadsheets to manage passive talent. Now, with a centralized talent pool and automations, they can focus on more strategic efforts.

“The digitization aspect helps us connect with candidates better, whether they’re passive or already engaged,” they said. “We’re getting great feedback from recruitment leaders and recruiters themselves that Phenom eases their day-to-day tasks and helps fill reqs faster with top-tier candidates.”

In fact, due to its ease of use compared to external sourcing tools, recruiters who don’t yet have access to the platform are eagerly advocating for themselves to be onboarded based on peer feedback that it makes their workdays easier.

By lending transparency and visibility into recruiting efforts, Phenom has also fostered stronger teamwork. “There’s better communication between the different business lines. Working in the tool helps highlight the fact that the team’s success is a shared responsibility rather than an individual effort.”

“Phenom helps us put one foot outside that traditional box that our competitors are in.”

TA Technology Business Analyst at a leading North American financial institution

What This Leading North American Financial Institution Is Achieving With Phenom

“Our teams are finding top-tier candidates, bringing them into our talent pool, and filling roles in a shorter amount of time.”

TA Technology Business Analyst at a leading North American financial institution

Decreased time to hire

An **85% application completion rate** combined with over 3,300 quarterly completed one-way interviews across 336 jobs contributed to faster roll filling with more qualified candidates.

Increased talent pipeline

With more than **10,600 unique leads in one quarter**, each of their 800+ branches could add 13 quality employees per branch.

Increased engagement of passive talent

In one quarter, another **71,000 profiles were added** to their robust CRM database of 1.1M candidates for omni-channel engagement.

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 work.**

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.

