



How KinderCare Learning Companies Quadrupled Applicants to Hires

Meeting hypergrowth challenges with
automation and experience-first technology



The Challenge

KinderCare Learning Companies is the largest childcare education provider in the U.S., with more than 38,000 employees across their family of brands and more than 2,000 program locations in 40 states and Washington, D.C. But this wasn't always the case.

In 2015, KinderCare was a fraction of the size it is today. Determined to carry out their mission to give children the very best start in life, the company entered a hypergrowth phase that required a critical element to build out their centers — *people*.

At the time, KinderCare's corporate and management roles relied on direct sourcing to find applicants. That meant a recruiter had to hop on a job board — or even the phone — to comb through their networks for viable candidates, and generating interest in posted positions was difficult.

They needed better access to talent, higher quality talent pools, a way to reengage candidates, and a faster overall hiring process. A top priority was to replace the inefficiencies of managing two applicant tracking systems while performing manual data entry and job postings, and operating without a dedicated career site.

"We weren't set up with the infrastructure to facilitate great talent data," admits Travis Trautman, Senior Director, Talent Attraction & HRIS at KinderCare. As a result, "It took us 60+ days to get somebody through the whole hiring process," he shared.

"We need to operate with the speed and urgency of a small nimble company, but with the sophistication of a national enterprise. With Phenom, we can be sure we're operating as efficiently and effectively as possible."

Travis Trautman

Senior Director, Talent Attraction & HRIS
KinderCare

The Solution

Trautman’s requirements for revamping KinderCare’s TA strategy to scale the business and foster essential team agility included:

- **Enhanced access to talent**
- **Increased efficiency with AI and automation**
- **An improved user experience for candidates *and* recruiters**

To get there, they wanted a solution that could deliver a clean, user-friendly front-end experience capable of integrating with their current tech stack on the back end. They also needed a partner with robust product features and capabilities to scale support for a growing national company of KinderCare’s size and complexity. Phenom’s AI-powered **Intelligent Talent Experience** platform was just the solution KinderCare was looking for.

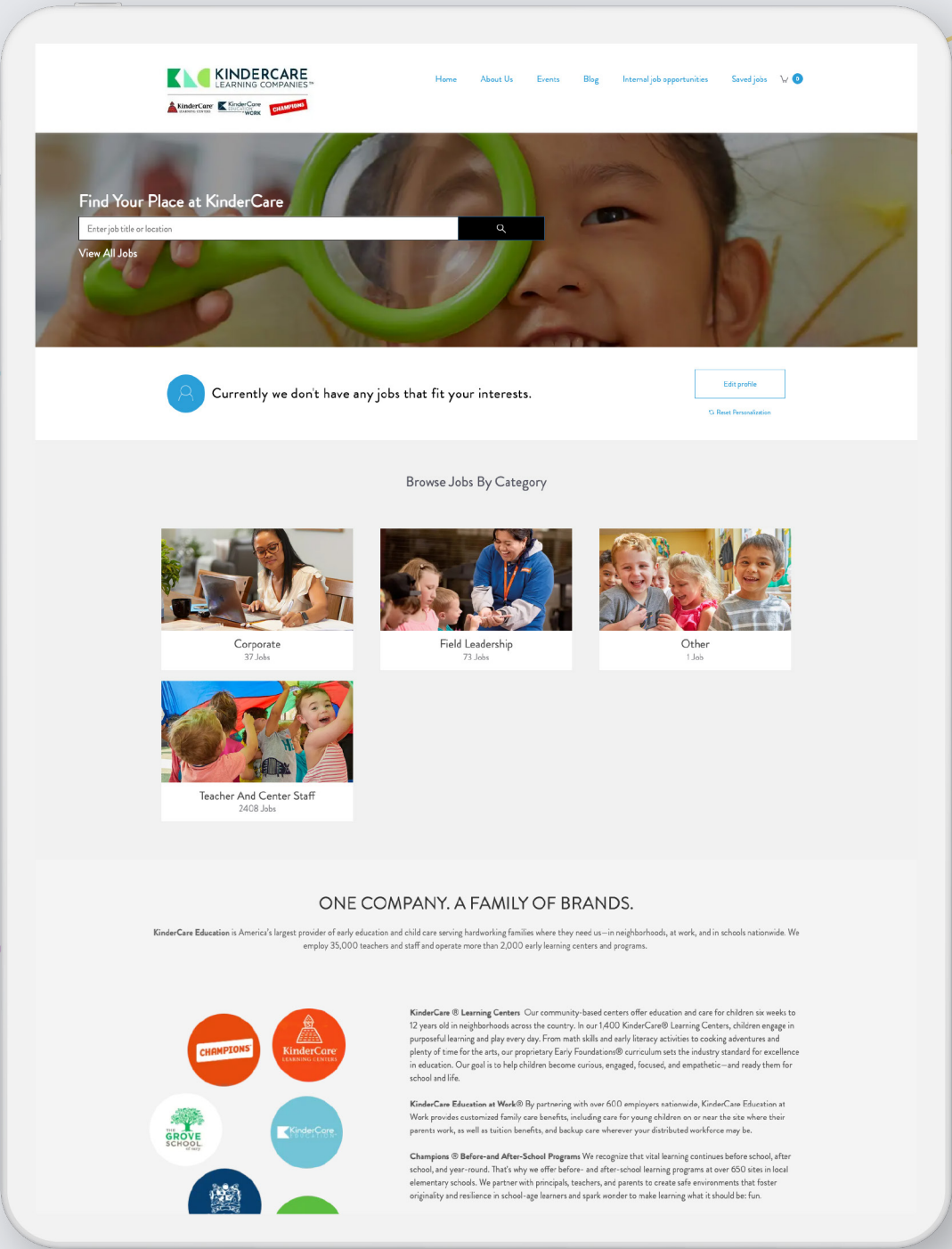
First, they implemented **Phenom Career Site** and **Phenom CMS** to establish a talent community and drive more traffic and applications with hyper-personalized search capabilities and content. In combination with the **Phenom CRM**, they can now nurture, track, and reengage their talent pipelines — a critical aspect of an efficient TA strategy.

Building on these components, the team began leveraging **Phenom Campaigns** and **Phenom Events** to create additional touchpoints with candidates through automated yet tailored email and SMS messaging — communicating details like hiring status, interview scheduling, and upcoming events.

More recently, they began testing **Phenom Chatbot** to engage and hire candidates even faster with automated conversational recruiting.

“We have so many applicants, but they’re not always in the right location or at the right talent level. The Phenom CRM gives us the ability to nurture and engage candidates that we might not be able to hire immediately.”

Travis Trautman





The Results

As KinderCare continues to scale operations, Trautman marveled at their evolving partnership with Phenom. “We sensed immediately that Phenom had a strong commitment to transform, develop, and keep improving,” he said. “We knew we could grow alongside each other.”

And grow, they have. Within just two years, *KinderCare’s conversion rate of applicants to hires has nearly quadrupled, reflecting not only more hires but better quality applicants.*

Before partnering with Phenom, Trautman and his team had no way to nurture and communicate with candidates — whether about an open role, an upcoming hiring event, an incomplete assessment, etc. Now, they have a vibrant talent community with a growing subscriber base that they can easily campaign to.

Today, KinderCare reengages approximately 200K past candidates per year, and over 1M job seekers, leads, and candidates via automated nurture campaigns across the nation. This makes the Phenom CRM the “backbone” of success for the KinderCare team, according to Trautman — saving the TA team and hiring managers countless hours on manual tasks.

“We invest in generating quality leads and job seeker traffic. Phenom’s technology and partnership helps us maximize that investment and ensures we’re not paying for something we just set aside.” Ease of use is a big contributing factor. “Rolling out HR technology can be complex. But with Phenom, it’s simple. I love that about such a comprehensive solution,” noted Trautman.

In addition, being able to track how their efforts are performing through **Phenom Talent Analytics** — and adjust accordingly to stay in lockstep with their candidate pool — is invaluable to Trautman’s team, who can measure and monitor insights in real time to stay ahead of industry trends and narratives. Through data-driven messaging, KinderCare is appealing to the shifting needs of job seekers, meeting them where they’re at. Trautman believes that’s a big differentiator for his team over competitors — especially throughout a pandemic. And *their apply conversion rates prove it — they’re two times higher than the industry average.*

Trautman credits these stats to the “hiring machine” his team was able to create through Phenom: “Our signs of success are these continuous improvements. Last year, we hired over 27,000 people alone. We couldn’t have reached anywhere near that number if we hadn’t implemented these Phenom features.”

And what about their 60-day hiring rate? It’s been reduced to 21 days — a *65% decrease in time to fill.*

What They Achieved With Phenom

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Travis Trautman

Senior Director, Talent Attraction & HRIS



4x
more applicants
to hires

Quadrupled the conversion rate of applicants to hires with better quality candidates

- ↓ Reduced time to fill **65%** (from 60 days to 21 days)
- ↓ Shaved **8 days** off the process from apply to hire
- ↑ Achieved apply conversion rates **2x** the industry average

The Future

What will be KinderCare's ticket to success in the future? An even more seamless application experience for candidates is a top priority.

KinderCare is currently piloting Phenom's hosted apply process which affords candidates the ability to fill out an application directly on the career site, instead of being kicked over to a separate site that requires another login and delivers a poor UX. Through it, Trautman's team will be able to use the CRM to see exactly where in the application process candidates are and encourage them to finish in real time.

Trautman is also looking forward to the 24/7 engagement the chatbot will continue providing for applicants. "We're trying to make a personal connection. The chatbot is a nice way for people to get questions answered and have more of a dialogue with an employer — even before they speak with a person. We've received great feedback, and it's represented in the numbers."



KinderCare Learning Companies is America’s largest provider of early education and child care serving hardworking families where they need us—in neighborhoods, at work, and in schools nationwide. We employ 35,000 teachers and staff and operate more than 2,000 early learning centers and programs.

Industry	Childcare Services
Career site	kcecareers.com
Headquarters	Portland, OR
Employees	38,000+ total employees
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.

