



Case Study: How a Large Passenger Transportation Provider Leverages Online Hiring Events to Enhance the Candidate Experience

Company Overview

This nation-wide passenger transportation company employs over 20,000 diverse professionals in a variety of fields across the United States. Operating more than 300 transit units each day across 500 destinations, this company has a couple hundred open reqs at any given point. Managing hundreds of requisitions each year, the Senior Director of Talent Acquisition and her team are tasked with filling a vast array of positions on a nationwide level.

Background

“Candidates love being able to reach out and talk to a recruiter.

An opportunity to provide that to them was a great boost for the candidate experience,”

-Senior Director of Talent Acquisition

The Senior Director of TA has extensive experience working in talent acquisition leadership roles for large companies like Booz Allen, Dell, Northrop Grumman and Gannett. When coming to the company in the fall of 2014, she was tasked with leading talent acquisition for a 3B dollar transportation company. Managing a team of 40-45 recruiters, she has the staff and resources available to her to help with her growing hiring needs. Those hiring needs include a variety of different positions across the country. Consequently, she needed tools that could help her reach a widely geographically dispersed candidate pool easily and efficiently.

Having leveraged online hiring events at a previous company with success, she felt bringing these events to this transportation company will help to enhance the candidate experience as well as bolster their employer brand. The challenge she faced was providing an interactive

and imitate candidate experience to a large and diverse group of candidates in their talent pool.

Solution

The Senior Director of TA has hosted two online hiring events on the Brazen platform, a veteran recruiting event to help reach their 25% employment target set by

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the company, and a diversity hiring event, both of which were successful for her and her team.

“It’s an opportunity to reach everywhere but only sit in once place,” she explained.

“We have positions all over the country, but even if we were international, you’re able to touch people from wherever they are. It’s great for high volume,” she added.

“The best thing candidates love is being able to reach out and talk to a recruiter. An opportunity to do that was a great boost for the candidate experience,” she exclaimed.

The TA Director is constantly tasked with getting the most qualified candidates to the top of the hiring list, and Brazen has given her a valuable tool to help do that. You have to go through a lot of volume to get to the most qualified candidates.

Conclusion

“The events have been great. They’ve allowed us to provide a valuable touch point to candidates on a large scale,” she concluded.

In addition to providing a great candidate experience for a large pool of candidates, Brazen has helped her bring innovative, digital technology to her team.

“Anytime I join a company I try to bring in new technology to that company. Brazen was new and something we hadn’t done before at our company,” the Senior Director of TA added. “They look for jobs online, fill out an application online, why not continue that hiring process through an online hiring event?” she added.

“It can give candidates a chance to get to the top of the short list. It can provide those qualified candidates an opportunity to make themselves stand out through the chat conversation they have with a recruiter,” she explained.

She hopes to expand the number of online hiring events they host while also making some of the events more granular and focused. The company is hoping to hire a large number of IT candidates for an office in the Atlanta area. She feels that an online hiring event on the Brazen platform can help her make hires for these positions in the near future. She also envisions leveraging the platform to reach college students looking for job and internships.

“I’m a big fan of the platform. No matter where I am I’ll probably bring it with me. From a candidate experience perspective and the ability to help us handle volume, my experience has been good. The recruiters like it and I always get hires out of the events we host,” she concluded.