

"By coupling our knowledge with Authoria technology, we could create a very valid and reliable screening instrument that would identify highly qualified candidates."

- Layne Buckley, Senior Manager, Global Talent and Technology, Plantronics

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Customer Case Study: Plantronics

Innovation in talent identification essential to tap top-quality candidates

Company:

- Plantronics, Inc., a market leader in lightweight communications headsets

Challenges:

- Corporate expansion required staffing team to rapidly fill new and highly technical positions
- Manual screening of resumes slowed hiring process and reduced staff productivity
- Lack of consistent, standardized approach left candidates with a wide range of experiences

Solution:

- Authoria Recruiting

Results:

- Helps source highly qualified candidates quickly and efficiently, reducing process costs approximately 30 percent
- Decreases time to fill positions by approximately 30 percent
- Reduces resume views by between 75 and 90 percent to increase recruiter productivity and decrease company's reliance on recruiters
- Builds applicant loyalty and strengthens perception of Plantronics with approximately 90 percent of responding applicants providing positive feedback
- Efficiency gains enable recruiters to spend more time building relationships with high-quality candidates and performing strategic staffing initiatives



Challenges

With the sophisticated nature of Plantronics products, finding the right person for each position can be challenging. Plantronics' manual resume screening process also slowed hiring and reduced staff productivity. Consequently, the hiring team lacked the time to implement more strategic staffing initiatives and lacked the technology to build a "talent pool" from which to proactively source future growth.

These approaches were inconsistent with Plantronics' culture of innovation and aggressive corporate expansion. The company was in quick need of several highly technical individuals to support new product development. Each open position typically received between 100 and 400 resumes that the company manually reviewed.

"Hiring managers were anxious to have headcount very quickly and there was only one person in staffing to manage this volume," explains Layne Buckley, Plantronics' Senior Manager of Global Talent and Technology. "We had to reduce the time-to-hire for each position while ensuring that we met our high standards and treated each applicant appropriately throughout the process."

Solutions

For Plantronics, identifying high-quality candidates has been critical to establishing its position as a leading employer and innovator. Even if an applicant isn't a good fit for a current opening, he or she may possess the skills required for another position. Plantronics set out to build a relationship management process that would identify the most qualified candidates and help maintain an extremely skilled talent pool for future openings.

To meet its goals, Plantronics selected Authoria Recruiting. With Authoria Recruiting, Plantronics has automated the qualification process using qualifying questions. Candidates that meet the minimum job requirements are ranked according to their level of expertise. This ranking enables recruiters to quickly create a shortlist of candidates that is emailed to hiring managers for immediate feedback. The solution also provides the team with an easy-to-use tracking capability that provides visibility through all stages of the hiring process.

Results

With the launch of Authoria Recruiting, Plantronics is meeting its goal: finding top talent while reducing the time to hire, improving staff productivity and strengthening its relationship with hiring managers, employees and potential employees.

Using qualifying questions, the company screens out over 90 percent of applicants, presenting hiring managers with a concise list of higher quality candidates. As a result, they can spend more time with each person and make better hiring decisions.

The company estimates the time to fill positions is steadily decreasing, with a 30 percent reduction in just three months. Additionally, using this pre-screening process, recruiters and HR staff are required to review 75 percent to 95 percent fewer resumes, helping increase staff productivity and decrease process costs approximately 20 percent.

This time saved enables recruiters to spend more time building relationships with high-quality candidates and performing the type of strategic staffing initiatives that will secure Plantronics as a leader far into the future.