

"Authoria provides a unique approach other vendors can't match."

- Jay Rombach, HR Director, Royal Caribbean Cruises, Ltd.

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Customer Case Study: Royal Caribbean Cruises

Relationships crucial to successful talent management strategy

Company:

- Royal Caribbean Cruises, Ltd., one of the world's largest cruise companies

Challenges:

- Reactive approach to recruiting
- Finding top talent to meet heavy staffing needs
- Talent acquisition outsourced to costly third party firms
- Quality of candidates was weakening and communication with hiring managers breaking down
- Jobs taking too long to fill and staffing costs out of control

Solution:

- Authoria Recruiting

Results:

- Over 90% of hiring now the result of RCCL staffing team
- Greater speed in candidate response to job openings and time-to-fill
- Greatly increased candidate quality at all hiring levels
- Expanded collaborative role of hiring managers
- Saved more than \$3 million in first two years
- Achieved 100% ROI in first year



Challenges

Royal Caribbean Cruises, Ltd. (RCCL) is a leader in providing memorable vacations to thousands. Critical to maintaining this success are the company's 36,000 employees, whose ranks swell every year. Finding top talent to meet this heavy staffing demand is difficult. Combined with a travel industry recession and political instability, it's a challenge of global proportions.

Before choosing Authoria Recruiting, staffing was handled by a third-party recruiting outsourcing firm. Although this was costing the company nearly \$500,000 in annual fees, the quality of candidates was weakening and communication with hiring managers was breaking down.

Solution

Determined to boost the company's competitive advantage with top talent, RCCL's HR Director, Jay Rombach, set out to redesign their staffing model and eliminate Royal Caribbean's reliance on third-party firms.

"In the beginning, we searched for an Applicant Tracking System (ATS)," says Rombach. "It became apparent, however, that implementing a next-generation ATS wasn't going to provide the productivity gains we wanted. We needed a system that focused on bringing in top-quality talent—not just streamlining processes."

That's when RCCL turned to Authoria, the only enterprise vendor in the market focused on delivering quality talent and process optimization. "Authoria provides a unique approach other vendors can't match," says Rombach. "The main reason we chose

Authoria Recruiting is its focus on Candidate Relationship Management. Building relationships proactively with top talent—before we need that individual—gives us a competitive recruiting advantage in a highly competitive market. It also led to cost savings that exceeded even my most aggressive expectations."

Results

Rombach chose to implement Authoria Recruiting to solve the company's biggest problems—reduce costs, improve his team's productivity and eliminate the staffing outsourcing vendor. RCCL went live with Authoria Recruiting just two months after their decision.

Relieved of tedious paperwork, hiring managers partner with HR to develop talent strategies that ensure the best talent is available ahead of the demand. And because of Authoria Recruiting's intuitive, powerful and easy-to-use interface, user adoption was simple. Once the initial training was completed, RCCL was able to educate hiring managers and HR staff with no additional Authoria training.

With Authoria Recruiting in place, Rombach's small team of six was able to eliminate the outsource staffing company and most of the third-party staffing firms, while meeting the company's goal of hiring 1,000-plus people annually. Better yet, they've improved the quality of candidates coming into the organization and have drastically reduced costs.

"In our first year with Authoria Recruiting, we saved \$1.5 million in hard dollars," says Rombach. "The following year we saved an additional \$1.8 million. These are impressive results that our executives are excited about."