



# Doubling Candidate Submissions Via Configurable Career Pages & Social Recruiting

AutomationDirect is a distributor offering thousands of industrial automation products for electrical control systems. The company has been recognized by *The Atlanta Journal-Constitution* as the top mid-size company to work for in Atlanta.

For AutomationDirect’s HR team, the hiring process can be incredibly complex. According to Mary Brehl, HR generalist, “We have a lot of unique positions that are difficult to fill. Sometimes it can take a year or more to find the right candidate. Even though we’re a relatively small company, the type of positions we’re looking to fill are those that other large engineering organizations are looking for, as well.”

Yet their existing applicant tracking system (ATS) put the team at a distinct disadvantage when it came to competing for engineering talent. “We had replaced our Excel spreadsheets with an ATS through our HRIS company,” said Brehl. “But the system wasn’t reliable. Candidates said they couldn’t get through the application process. It also didn’t offer social sharing, which we feel is the future of recruiting. We needed a solution that could bring us to the next level.”

## Why Cornerstone

The company began the search for a recruiting and learning solution that would make it easier for both hiring managers and candidates to navigate the selection process. Brehl and her team had a list of specific requirements for the new system. “We wanted a solution that was reliable and configurable. I like to be able to change the look and feel of the system so it can stay fresh,

- Recruiting
- Connect
- Learning

**Industry:** Retail

**Region:** Global

**Employees:** 271

**Live Since:** 2015

**Business Impact:** Doubled candidate submissions, reduced candidate prescreening time, created in-product training for managers, increased visibility, improved source tracking, automated onboarding process



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- Mary Brehl, HR generalist, AutomationDirect

but I didn’t want to have to ask someone to make the changes. We also wanted collaborative and social recruiting functionality.”

AutomationDirect evaluated several companies that offered both applicant tracking and learning software, and chose Cornerstone. “With Cornerstone, we could keep our historical candidates and historical training from our prior system. We could configure the system ourselves, and set up custom email templates and electronic offer letters,” said Brehl. “Cornerstone would also enable us to automate new hire onboarding and training.”

## The Results

**Doubled candidate submissions.** HR has created targeted, branded career pages to engage different types of candidates, as well as facilitate employee referrals and social recruiting. “Our candidate submissions have more than doubled. I attribute that to Cornerstone’s ease of use for candidates and the social recruiting functionality,” said Brehl. “Plus, it makes a big difference when employees can share socially. We’ve seen a huge increase in our Facebook candidates.”

**Reduced time spent prescreening candidates.** The team can now quickly remove unqualified candidates from consideration. “The knockout questions prevent certain candidates from being reviewed,” said Brehl. The prescreening process has also given the team the opportunity to fine-tune position requirements. “Before we post a position, I ensure everyone knows they won’t see candidates who don’t have certain

qualifications. It’s a great opportunity for them to hone in on what the requirements really should be.”

**Created in-product training for managers.** When using the hiring portals, managers and outside agencies can access help at any time. “We built instructions into the process, with links to task areas. Users never have to search for what to do next,” said Brehl. To keep managers in the flow of work, Brehl designed many of the instructions as pop-up windows.

**Increased visibility.** With Cornerstone, Brehl and her team have complete visibility throughout the entire hiring process. “We’re notified every time there’s an updated candidate status. That has been a great efficiency. The electronic offer letters are also fantastic. We know immediately when a candidate makes a decision.”

**Improved source tracking.** Previously, the company lacked reliable data on the source of candidates. “With our old system, I didn’t always know where our candidates were coming from. With Cornerstone, there’s no question,” said Brehl. “We know when it’s an employee or social referral. It’s very specific and it helps us target our spending more effectively.”

**Automated onboarding process.** The team uses Cornerstone to automatically deliver “bite-sized” training over a 30-day onboarding period. “New hires are thinking about a lot of different things in their first month, so we give them small pieces of important information to digest over time. Once they’re hired they’re put into training automatically. Onboarding is seamless,” said Brehl.



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