Sacred Heart Successfully Expands with Jobvite Hire

Challenges
- Inefficient, manual hiring system
- Rapid growth
- No HR department

Solutions
- Jobvite Hire
- Central recruiting hub to quickly screen candidates
- Full social recruiting capabilities

Results
- New career site increases job interest
- Easy compliance reporting
- Larger pipeline of quality candidates social recruiting capabilities
“It saved us!”

Social Recruiting That’s Intuitive - And Effective

With the help of Jobvite Hire, Sacred Heart Community Service is able to streamline its recruiting process so it can focus on its core competency: assisting those in need.

Serving the diverse community of San Jose, California for 48 years, Sacred Heart envisions a world in which every child and adult is free from poverty. The organization’s high ideals are realized with practical solutions for the over 54,000 customers they serve annually:

- Basic assistance, like food and clothing, to help people meet their immediate needs.
- Tools for self-sufficiency, like job assistance, education and financial literacy training that can improve people’s lives for years to come.
- Creating leaders that strengthen the community and give voice to the challenges of living in poverty.

This important work doesn’t happen without community involvement; Sacred Heart enjoys the help of over 100 volunteers each day.

Recognized as an organization that helps families achieve lifelong economic self-sufficiency, Sacred Heart received a grant from the American Recovery and Reinvestment Act. This initiated a rapid growth phase as they took on more federal contracts. Their 50 employees would need to be joined by 30 more - quickly.

To handle that hiring volume, Sacred Heart’s operations manager, Jason Pierantozzi, knew they would need an applicant tracking system. Before Jason’s arrival, Sacred Heart posted jobs on one local online job board and used a default jobs@ email address, and the supervisor would screen the emails and arrange interviews. There was no source tracking and no system setup for compliance. Follow-up with candidates was...
Sacred Heart Case Study

limited as well. “I was thinking, ‘How do we build a hiring process that meets our needs?’ Not only were we adding new employees, but we were opening a facility to accommodate the growth, so we needed a robust and easy-to-deploy platform.”

Jason had researched social recruiting and saw that Jobvite was at the forefront, could deploy quickly, and that the company had the level of customer support they would need. “I’m not an HR pro, and no one here was; I knew we’d need some hand-holding at first. Jobvite showed that they could offer that kind of support.”

Jobvite Hire helped Jason’s hiring efforts by creating a central recruiting hub to quickly screen candidates and begin the interview process. Jason serves as the HR department, among other job duties, and Jobvite Hire enables him to empower his hiring managers to own and run with the hiring process. “It saved us!” he says.

One of the features that Jason most appreciates is how intuitive Jobvite is. “You can spend five minutes on the platform and know how to use it,” he says. “In our deployment phase, I had a Jobvite training and one manager wasn’t able to attend. I went to her office to schedule a training and she said, ‘I’ve already gone to Jobvite and I’ve been looking through resumes.’ We knew we had a winner!”

Jason also finds the reporting capabilities very helpful. An annual compliance report is required due to the nature of their contracts, and this report is easy to create and saves countless hours of manual work.

Since deploying Jobvite Hire, Sacred Heart has hired 81 employees and used the tool to screen
“quality candidates.”

Create a central recruiting hub to source and interview quickly.

interns as well. Because Jason is now able to track hires by source, he reports that sixty percent of those hires came through Sacred Heart’s career site. “And before Jobvite we didn’t have a career site!”

Jason also reports that Jobvite Hire has given them access to many job boards, which extends Sacred Heart’s reach and enables them to build a much bigger pipeline of talent. “We get 30 to 50 candidates per requisition,” he says, “and they’re quality candidates.”
Return Path Improves Time-to-Hire with Jobvite Hire

Challenges
- “Clunky” ATS that hiring managers and employees didn’t use
- No transparency on recruiting process
- Slow, inefficient internal communications

Solutions
- Jobvite Hire
- Social media integration
- Better candidate and recruiter experience

Results
- Streamlined internal communications
- Nearly 90 percent employee adoption rate
- Reduction in time-to-hire of more than 20 percent
As the world’s leader in email certification and scoring, Return Path understands the value that automated processes can bring to an organization. Unfortunately, the company’s applicant tracking system (ATS) was not providing that value. Feedback from recruiters and other employees was consistent: the system was “clunky,” non-intuitive and did not provide needed transparency regarding the recruiting process. As a result, few people used it. Recruiters resorted to Outlook to schedule interviews and to share feedback on candidates.

Richard Fye, Senior Director of People, knew that it was time for a change. He reviewed 15 companies that offered an ATS product, weighing each one against a set of common criteria. Chief among these criteria were usability, social media integration, and both the recruiter and candidate experience. “Usability was key,” says Richard. “The Jobvite Hire system was intuitive and had a good design aesthetic; it felt like a modern product.” That’s important for Return Path’s branding because “We’re an innovative technology company and our ATS—a people system that faces outward as well as inward—should reflect that.”

Richard also found Jobvite Hire’s social media integration attractive and could see that it was much more developed than any other ATS product on the market. One thing he particularly appreciated about the Jobvite system is that candidates don’t have to create a username and password or fill out a lengthy form in order to apply for a job. “You can add these features if you want,” he says of the configurable system, “but other vendors’ products required the more complex login process.”

The transition to Jobvite was a painless one. “Jobvite’s relationship manager was very responsive, supportive and knowledgeable. The company is organized and proactive in terms of the steps they have identified for the implementation process, and they were upfront about anything that might be an issue.”

Jobvite Hire went live January 1, 2012, and feedback from employees is overwhelmingly positive. “They are thrilled to use it!” Richard reports. “The system is accessible and user-friendly. Some of our hiring managers have actually called me and said, ‘I love Jobvite!’”
A welcome change from the former system, ATS usage rates have skyrocketed. Nearly 90 percent of Return Path employees have signed into Jobvite and every hiring manager actively uses Jobvite. In addition, 30 percent of employees are already using Publisher, Jobvite Hire’s social media push product, with 50 percent expected to adopt it by year’s end. Adoption is aided by the fact that only minimal training is necessary to use the intuitive system.

Prior to Jobvite, Return Path was using LinkedIn and Twitter for recruiting purposes, “but not a lot.” Now, Jobvite’s social media integration has allowed Richard and his team to use these networks more effectively through automatic updates and the Jobvite Facebook app. This social media integration has fueled Return Path’s employee referral program, called Everybody Wins! Employees are active in sending Jobvites, and Richard is able to track automatically when a candidate comes from an employee’s network. Already this year, 10 percent of the company’s hires have come directly through Jobvites. “The ability to tap into our employees’ social networks has been a big win for us. We have aggressive hiring targets yet maintain more than 30 percent hires through employee referrals. We’ve not only made hires, but the activity helps build our employer brand as well.”

Richard finds the reporting and analytics features robust. “We’re a data-driven company, so the ability to measure our performance against a host of criteria is key. The dashboards and custom reports provide a lot of valuable information and insight into which employees and which sources are driving the most traffic, how the recruiting team is performing, and our business impact. We’re just beginning to tap the potential of this feature. It will be very helpful not just for identifying where to source candidates but also the bottlenecks in our recruiting process and ways we can improve the candidate experience even further. All of this contributes to our quality of hire as well.”

Richard has noticed a definite productivity improvement since implementing Jobvite. “Because recruiters and hiring managers didn’t like the previous ATS, they were communicating through Outlook. Now, all the email goes through the Jobvite system, and that speeds up the process.” This streamlined process is one of the reasons that Return Path has reduced its time-to-hire by more than 20 percent.

With the help of Jobvite, Return Path now has an ATS that’s aligned with its dedication to innovation and technological excellence. Streamlined workflows and enhanced communication enable recruiters to nurture candidate relationships, efficiently and effectively manage the recruiting process, and hire the best talent. “Jobvite is helping us dramatically transform our recruiting process and achieve our aggressive growth targets. We want to be cutting edge, and Jobvite is a great partner. They have the best ATS on the market.”
TiVo Reaches the Right Audience with Jobvite

Challenges
- Incorporate corporate culture into all aspects of hiring
- Utilize social networks and niche sites to reach ideal candidates

Solutions
- Jobvite Hire
- Build and grow talent pool and referral hiring
- Improve candidate experience

Results
- One-third of all new hires are the result of a referral
- Corporate brand and culture reflected at every step of the hiring process from career site to applicant tracking

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“The increase in referrals is a huge win.”

Jobvite supports TiVo’s vision of the future of recruitment

Recruiting at TiVo Inc.
Founded in 1997, TiVo, a pioneer in home entertainment, created a brand-new product and service category with the development of the world’s first digital video recorder (DVR). Today, the company continues to revolutionize the way consumers watch and access home entertainment.

TiVo’s corporate culture is much like the product itself – personable, innovative and straightforward. Employees aren’t just run-of-the-mill gadget gurus; like the products they create, the people are also visionary. The staffing team at TiVo seeks out candidates who exemplify the strengths of the TiVo team and culture. And they want to ensure that their recruiting process uses those unique TiVo attributes to attract and engage prospective employees.

“We realized there were things we wanted to discover and do down the road that our former applicant tracking system did not support,” said William Uranga, Senior Director of Staffing at TiVo. “We needed recruiting technology that wouldn’t hem us in.

“We started talking with Jobvite about how we look at candidates in our recruiting process—
candidate experience is very important to us in the war for talent. With Jobvite, we can create a candidate experience that incorporates our corporate identity and provides a positive experience for the jobseeker.”

**Jobvite Hire** helps TiVo to inject elements of its corporate culture into all aspects of the recruitment process, starting with its career page. TiVo’s career site has the same look and feel as the remainder of the company’s site. **Jobvite** presents jobs and information about working at TiVo in a way that’s unique to the company, rather than in a generic template shared by other **Jobvite** customers. Even email templates for communication with candidates speak with the unique voice of TiVo.

“The amount of communication between candidate and recruiter is another area we look to differentiate ourselves in,” said Uranga. “Jobvite empowers both consumers and users, raising the level of conversation.”

**Tapping New Talent Sources**

Bringing the TiVo message to the right people is a crucial part to obtaining top talent in a competitive recruiting environment. TiVo is moving away from traditional methods of sourcing applicants and into the social networks and niche sites that their candidate pool frequents.

“Jobvite has given us the flexibility to change up our sourcing strategy,” said Uranga.

**Jobvite** has been highly adopted at the employee level and employee referrals are a key source of candidates for TiVo. The application helps employees send job invitations to their network and tracks credit when that invitation results in a hire. The results have been significant with referral rates growing from 23% to 37% in the last three years.
“More horsepower”
Strategically manage talent acquisition

“I take the increase in referrals as a huge win,” said Uranga. “I did not make a huge push to encourage people to refer more candidates. The difference is simply the platform whereby referrals are given. That’s another area where Jobvite has made a big impact.”

Empowering Hiring Managers
“Jobvite fits very well into our overall approach of how we discover, engage and move candidates through the hiring process,” said Uranga. “The staffing group here works hand-in-hand with hiring managers and Jobvite makes it easy for us. Hiring managers don’t want to spend time on training or downloading user guides. They just need it to work. We actually get complements from hiring managers on Jobvite.”

People at TiVo appreciate the user experience in Jobvite.

“Delivering the Talent TiVo Needs
“We’re a small team with a big brand. Jobvite gives us more horsepower so we look like we can do more than would seem possible,” said Uranga.

“The TiVo team finds that pulling hiring communications and scheduling out of personal in-boxes improves information quality as well as efficiency. The application provides easy access to real-time reports that show the current
candidate pipeline and sourcing data as well as a view of the next 30 days. This data helps TiVo recruiters and hiring managers to strategically manage talent acquisition.

“Instead of endless emails on hiring status, we have immediate access to the reports we need. Through these reports, I’ve been able to raise the level of conversation with the recruiting team about how our efforts are translating into results,” said Uranga. “Jobvite raises the confidence we have as a talent acquisition team. We know we can find people, communicate effectively and report on results. We have the certainty that we can take on ambitious projects to deliver the talent TiVo needs.”

**Shaping the Future of Recruiting**

TiVo is a visionary on the future of recruiting and **Jobvite** is an ally in shaping that future.

“Jobvite understands our culture and the way we do business in a way that makes them much more than just a service provider,” said Uranga. “They are reliable and responsive and able to adapt to our changing needs.”
About Jobvite

**Jobvite** is the only recruiting platform that delivers real-time recruiting intelligence with innovative technology for the evolving social web. Leading, fast growing companies today use **Jobvite’s** social recruiting, sourcing and talent acquisition solutions to target the right talent and build the best teams.

**Jobvite** is a complete, modular Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness and ease of recruiting for any company. To find out more, take a [product tour](#).

**Jobvite Hire** is a practical, intuitive web-based platform that helps you effectively manage every stage of hiring. It’s the only social recruiting and applicant tracking solution that makes it easy for everyone to work together on hiring. With **Jobvite** Hire, you can improve the speed and quality of talent acquisition, create a great candidate experience, and increase referral and social network hires – all while using fewer resources.

**Jobvite Source** is an easy-to-use, web-based application that can help you achieve your recruitment sourcing goals today. It’s the only social sourcing and candidate relationship management application that helps you target relevant talent through employee referrals, social networks and the web – then build and engage your talent pool. **Jobvite** Source is one intuitive platform to manage all sourcing programs and see the results.

**Ready to learn more? Request a free demo.**