

HIRING SUCCESS STORY

 SmartRecruiters
YOU ARE WHO YOU HIRE



Builds a Highly Scalable
Recruiting Team and Process



Summary

Planning for 500% growth in just 4 years

Pluralsight, one of the biggest and fastest-growing online education companies on the internet, had meteoric growth plans: increase its employee base by 500% over four years. The hard part was that they only had one recruiter, and tried two different applicant tracking systems (ATSs), but neither had worked out. By partnering with SmartRecruiters, Pluralsight established a foundation for hiring success. They scaled their recruiting process to support growth by increasing collaboration across hiring teams, automating hiring processes, and creating visibility into executive-level recruiting KPIs.

Pluralsight's Legacy ATS Couldn't Keep Up

Pluralsight, like many fast growing companies, had decided to hire a full-time recruiter to build out a hiring process for repeatable success to quickly fill more than 70 positions. They realized that this would require systems support, but unfortunately their first two attempts to implement an Applicant Tracking System (ATS) were not successful.

These systems were so lacking in user friendliness that few hiring managers would ever use them. This meant that the recruiter's time and attention got consumed

Dramatic Increase In Quality - 200+ Terrific Candidates Each Week.

About Pluralsight

- Fastest growing online education company.
- 460 Employees, up from 250 in 2015 and with plans for 2,000 by 2018.

by the all-too-familiar hiring manager “chase-down”. Furthermore, the recruiter struggled in setting up the proper automation for the various recruitment processes and their associated roles. Finally, given the low level of usage and poor process automation, there was no way to provide the performance and pipeline metrics that executives were asking for. If people don't use the system, it can't provide the analytics you need.



These systems were horrible. It was like working with a glorified spreadsheet. We could not track our candidate volume, get any insight data into how we were hiring, and these systems could not scale to handle our rapid growth.”

- Ethan Medeiros,
Senior Technical Recruiter



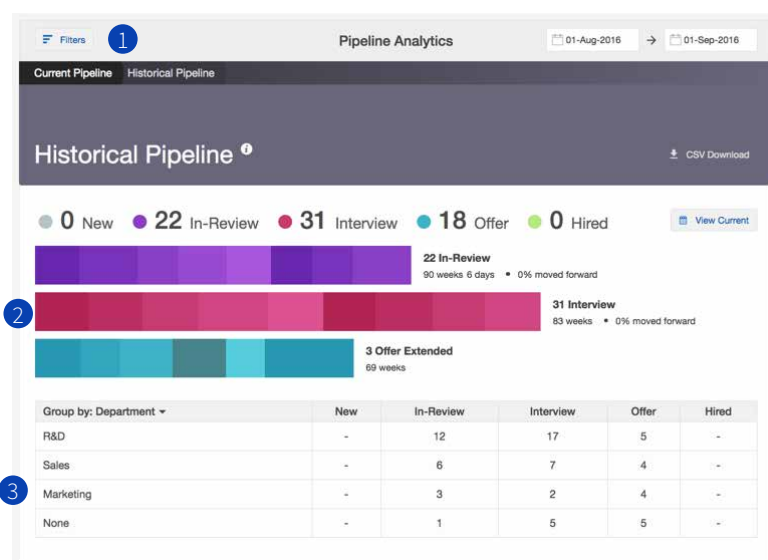
Actionable Metrics

Far more visibility into candidate pipelines

After implementing SmartRecruiters across the entire organization, recruiter productivity skyrocketed at Pluralsight. All activity, including hiring team collaboration, is now easily tracked in one system, and everyone involved in the hiring process has complete visibility to a job, a candidate, a recruiting marketing campaign, etc. This has led to the establishment of replicable hiring processes that Pluralsight tracks and improves over time.

Before SmartRecruiters, Pluralsight had neither key metrics on hiring to evaluate their performance, nor could provide a hiring forecast to the executive team. With SmartRecruiters' out-of-the-box sourcing, pipeline, and hiring plan analytics, Pluralsight has full insight into to their "hiring business", including the average time to fill and cost per hire for every open position. Pluralsight further leveraged the SmartRecruiters Tableau connector to provide detailed progress and hiring forecast reports to Finance and the executive team so that budgets can be adjusted in real time.

Innovation That's Easy To Deploy
Right Away. Far More Intuitive,
Scalable, And Flexible.



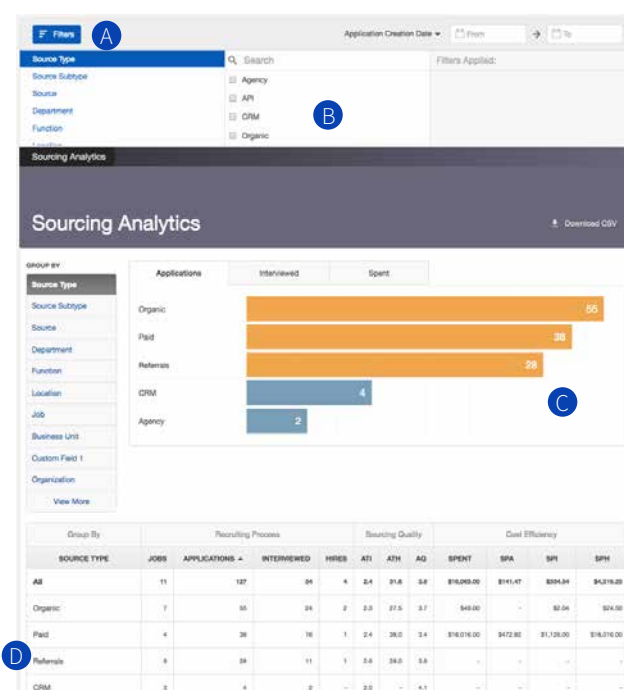
Pipeline metrics show how candidates progress through the pipeline, and can be broken down by department, recruiter, or source.

1. Filters are used to help break down the historical pipeline data even more.
2. An overview of where candidates stand in the hiring process. Hover over for a detailed view.
3. A broken out view of where candidates are in the hiring process by groups.

Actionable Metrics

Key insights on where the best candidates come from

1. Sourcing Analytics gives you a better impression of where you're spending your time and money. You can then make informed sourcing and hiring decisions based on this gathered data.
 - a. Filters to choose what data is displayed.
 - b. Grouping based on filters.
 - c. The number of candidates based on the source type (can be changed by the grouping selected)
 - d. Detailed data on your candidate sourcing flow



A System Executives Actually Enjoy Using To Gather Key Analytics.



The first time I presented metrics to our executive team, their first response was 'Oh? There are actually hiring success metrics we can use? This is excellent!'

- Ethan Medeiros,
Senior Technical Recruiter

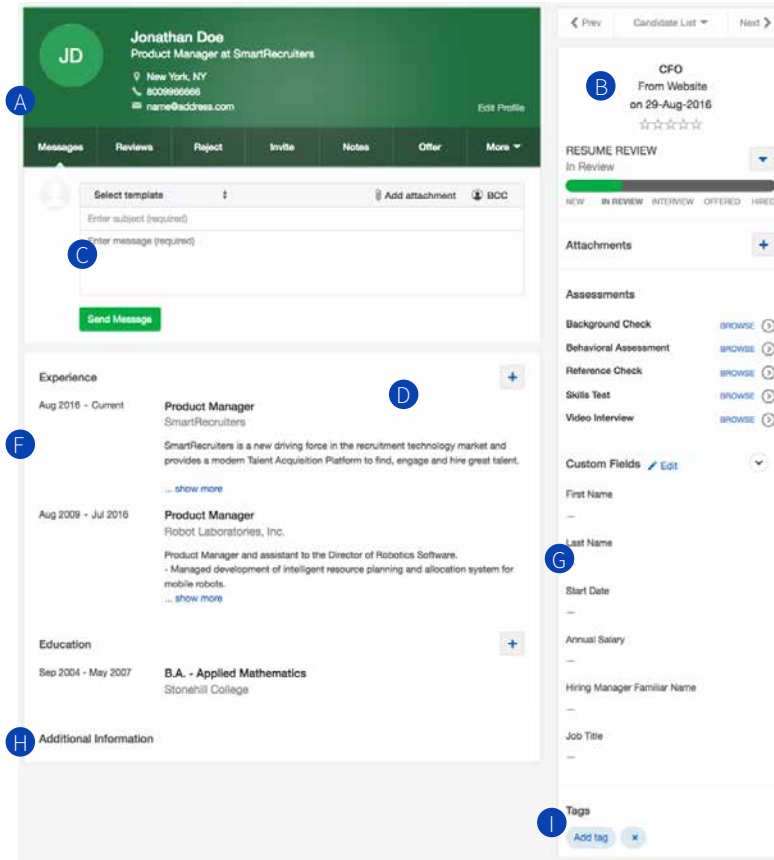


True Scalability

Creating a “hiring community” across the entire organization

With an uptick in applicant volume and candidate quality (at an average of 200+ new qualified candidates a week), Pluralsight's recruiting team has blossomed from one dedicated recruiter to a team of three. However, SmartRecruiters UX and collaborative design has helped create a 100-member ‘hiring community’ of all of hiring managers and recruiters. They all get involved in recruiting and take accountability for their tasks. Even the sales team, usually so involved in closing deals that they drop the ball on recruiting tasks, jumps in and out of the hiring process regularly to help vet and close the best candidates.

1. The Candidate Profile Screen is a simple to read overview of all the candidate's information, including their parsed employment history from their social network or uploaded resume.
 - a. Candidate's Name and Current Information.
 - b. Role Overview, including title, average review, and current status.
 - c. Message center to communicate with candidate.
 - d. Additional attachments, including resume or cover letter.
 - e. Assessments available or completed.
 - f. Experience information pulled from One-Click apply profile, or uploaded resume.
 - g. Custom Candidate fields for more granular data.
 - h. Additional Information pulled from One-Click apply profile, or uploaded resume.
 - i. Profile Tags for additional candidate search and organization.



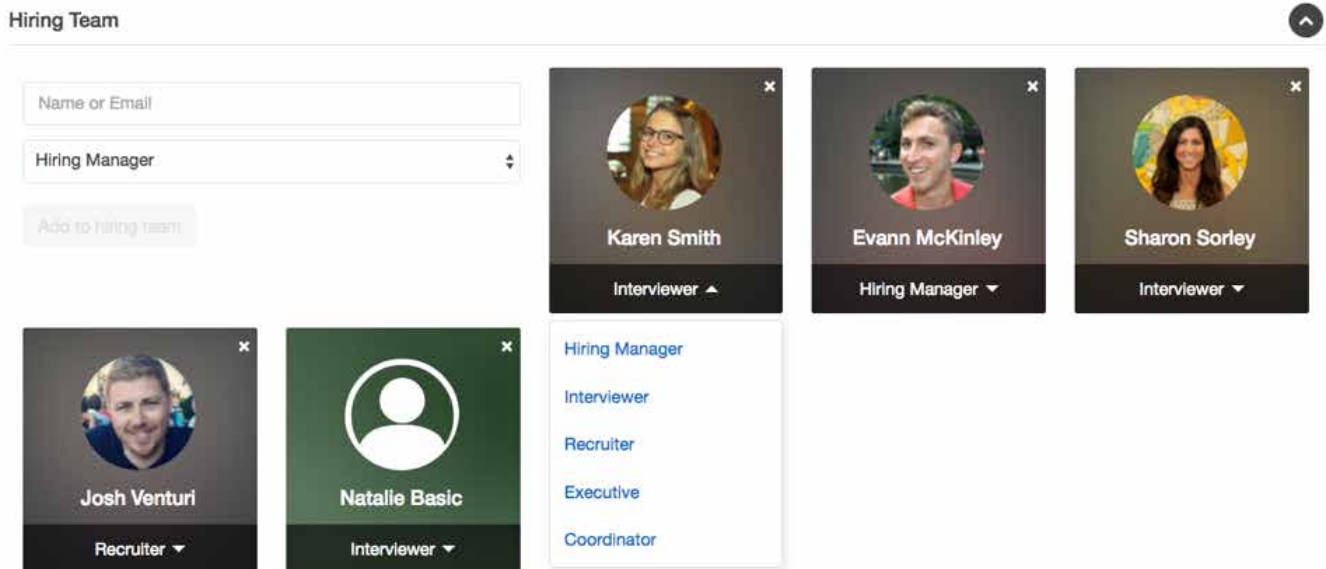
100% Hiring Manager Adoption,
Including The Sales Team.

Hiring Team & Roles

Creating more consistency throughout the entire recruitment and hiring process

Pluralsight has also defined and set-up a consistent interview and feedback process to drive well-structured decisions quickly. Leveraging SmartRecruiters scorecards capability, Pluralsight's hiring managers agree on the criteria for evaluation up front for each position and feedback is provided against that in every interview. In addition, given that people readily use the platform, Pluralsight has been able to enhance the entire hiring process. Hiring managers evaluate career path and

functional skills for the role, Interviewers look for team dynamic as well as functional skills, and Exec team members dig deep into inherent cultural fit. Once interviews are complete across a pool of candidates, the recruiters and hiring teams can easily have a well structured decision on who the best candidate is, and move quickly to offer.



The Hiring Team and Hiring Roles are central to the collaborative hiring process.



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As a global leader in enterprise recruiting software, SmartRecruiters offers a cloud-based Talent Acquisition Suite that allows businesses to attract, select, and hire the best people. More than 4,000 companies worldwide rely on SmartRecruiters to drive hiring success, including brands like LinkedIn, Visa, Bosch, Skechers, and Avery Dennison. Built on a modern cloud platform, SmartRecruiters offers full functionality for recruitment marketing and collaborative hiring, with an open marketplace of 400+ pre-integrated vendors.

For more information, follow us at @SmartRecruiters, on LinkedIn or visit us at [smartrecruiters.com](https://www.smartrecruiters.com)