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Xplor Technologies Fuels Consistent Growth with Data-Driven Recruiting

Disparate Systems Delivered Inconsistent Experiences

Xplor Technologies experienced a rapid growth trajectory through multiple acquisitions. With a handful of different applicant tracking systems deployed around the globe, the company's talent acquisition function lacked consistency: there were no standardized hiring processes, no central place to manage job posts, and no single centralized careers page. This led to a fragmented candidate experience, excessive use of agencies, and left the recruiting team with little ability to report on meaningful metrics.

As the company looked to grow, Xplor Technologies knew it would need an applicant tracking system that would be scalable in multiple languages and ensure compliance in at least eight countries. Because they knew they would be training both hiring managers and recruiters alike on the new system, it had to be easy to use. Operationally, they sought a system that would keep IT overhead low by being easy to configure and integrate with other tools. Additionally, Xplor Technologies wanted to deliver a seamless candidate experience, strengthen its global employer brand, and back it all up with detailed global and regional reporting.

> *We chose SmartRecruiters because of its robust analytics and data visibility, easy-to-use dashboards, and the ability to deliver automated reports for global and regional leadership teams.*
>
> - Stefan Welack,
> Global Talent Acquisition Enablement Lead,
> Xplor Technologies

About Xplor

- Industry: **Software & Technology**
- Region: **Global**
- Employees: **2,100**
- Headquarters: **Atlanta, Georgia, USA**
- Hiring Model: **Centralized**

Xplor Technologies is a global platform integrating SaaS solutions, embedded payments, and Commerce Accelerating Technologies to help businesses succeed. Xplor provides enterprise-grade SaaS solutions for businesses in "everyday life" verticals: Childcare & Education; Fitness & Wellbeing, Field Services and Personal Services – and a global cloud-based payment processing platform. Xplor Technologies serves over 78,000 customers that processed over $36 billion in payments, operating across 20 markets in 2022.

Consolidated Hiring System Aligns Global Teams

The implementation of SmartRecruiters gave Xplor Technologies the opportunity to document processes and define its hiring standards going forward. According to Stefan Welack, Global Talent Acquisition Enablement Lead, "The talent acquisition team spent an enormous amount of time on becoming trusted business partners and building trust with hiring managers." In parts of the business where trust was low, having a system

that made activities visible helped build trust. "It doesn't take a lot of time for a hiring manager to see how SmartRecruiters works," said Stefan.

Soon, hiring managers stopped sending requisitions to agencies, and ultimately the company eliminated agency spending. "The way the tool allows different users to collaborate has particularly benefited us," said Kara Ayers, Head of Global Talent Acquisition. "In this market, you have to be quick. Recruiters can easily send a message about a candidate to a hiring manager, and they'll look at the profile and respond right away, all within the system."

For evergreen roles, Xplor Technologies struggled with posting job requisitions in multiple markets, which created inefficiencies for hiring teams and job advertising budgets while confusing candidates. Now, with master requisitions that can be posted in multiple geographies, the team can advertise and hire more efficiently. "A recruiter will have three evergreen reqs instead of dozens, and no duplicate candidates," said Kara.

## Global Compliance and Consistency

The need to configure processes for each region or role type makes operating across geographies complex. "SmartRecruiters makes it easy to configure different recruiting workflows," Kara said. "We can set up most of the things we want

without asking for support," added Stefan, "but the support team is there whenever we need them."

Additionally, understanding and maintaining global compliance was an important requirement for Xplor Technologies. "SmartRecruiters has allowed us to feel confident in our ability to recruit internationally while meeting GDPR requirements and international data protection laws," Stefan said. With streamlined hiring processes worldwide, Xplor Technologies can now provide the same recruitment experience everywhere. "The system makes it easy to look at hiring through a local lens," Stefan said, mentioning custom job ad footers and pre-screening questions that cover visas and work rights for each country the company recruits in.

Employee Portal

Xplor Technologies was able to strengthen its employer brand internally with SmartRecruiters Employee Portal. "It was the first time we could give everyone visibility on all job opportunities within the organization, across all verticals and regions," Stefan said. The employee portal has also helped Xplor Technologies discover the power of its referral program. In one year, the company hired the same number of roles from referrals as it did from more than 10X the number of outside applicants.
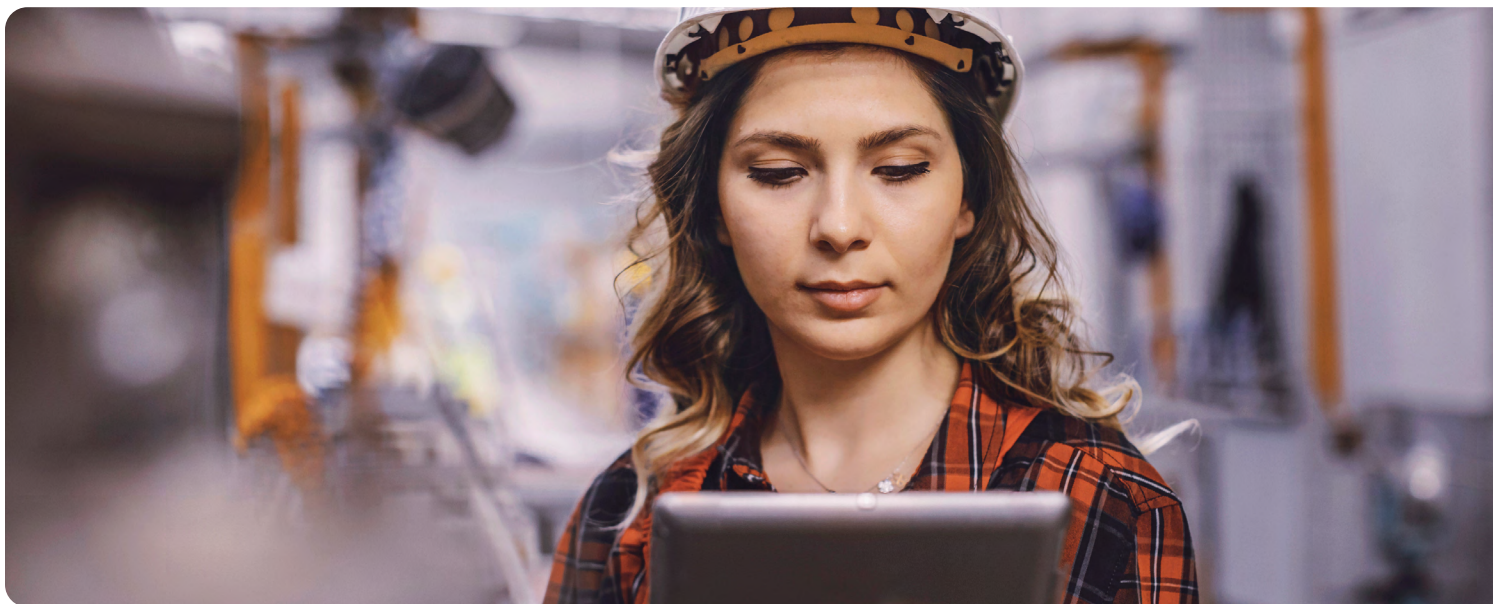
Reporting Dashboards Change the Game

Once Xplor Technologies had established a baseline of standardized recruitment processes around the world, the team sought to strengthen its position as a partner to the business. They engaged SmartRecruiters SmartSuccess Talent Strategy & Insights to set up custom Tableau dashboards that visualize openings, pass-through rates, fill rates, source of hire, candidate drop-off, rejections, recruiter productivity, and job board performance. Many of the metrics can also be viewed with a diversity lens, giving Xplor Technologies the ability to refine its recruiting strategies in that area.

"When you lead with data, it's a game changer," Kara said. "There's almost no noise when it comes to recruitment. That means the leadership team is happy, and hiring manager expectations are clear." The dashboards facilitate day-to-day discussion among recruiting teams as well as quarterly business reviews and executive briefings.

Data-Driven Hiring Gets Results

With the new dashboards, the team is better equipped to discuss trends and opportunities, look at ROI from job boards, and demonstrate trends in diversity hiring. The ease of integrating with point solutions enabled Xplor Technologies to experiment with assessment tools and engage HireEZ for sourcing. "As a technology company, we want to invest in great recruitment technologies," Stefan said.

In a fast-growing organization like Xplor Technologies, new hires build the culture. For several years running, the company has made close to 1,000 hires per year. "During our hypergrowth period, SmartRecruiters allowed us to hire faster without compromising on candidate quality," Kara said. "By standardizing our hiring practices and attracting high-quality talent, we've become a true force in scaling our business."

> *Data from SmartRecruiters helps us spark conversations around opportunities so that we can be better partners with the business. The ability to share the outcomes of the strategies we've implemented allows us to hold each other accountable.*
>
> - Kara Ayers,
> Head of Global Talent Acquisition,
> Xplor Technologies

Key Outcomes

- Nearly **1,000** hires per year from over **100,000** applicants
- **23%** of hires come from employee referrals
- Consistent hiring practices across **9 countries**
- Introduction of master requisitions for high-volume roles greatly improved candidate and recruiter experience
- Improved job board ROI through centralized job ad and contract management
- Integrations with HireEZ, LinkedIn Recruiter, VidCruiter, Verified First

Are you ready for a recruiting system that helps your business scale globally? Get in touch with us for a demo today.

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See SmartRecruiters in Action

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 600+ connected solutions.

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