

Case Study

careerbuilder.com™



Personified, a division of CareerBuilder, is the leading business intelligence consulting firm focused on talent. They specialize in job seeker and employee research, human capital consulting and talent sourcing and screening. As part of their services, they aim to provide their clients with business intelligence, on a brand level as well as industry-wide.

In order to help their clients gain more insight, CareerBuilder launched the Applicant Experience Surveys with the goals of helping brands understand:

- Talent demographics
- Employment brand interaction
- The efficiency of their recruitment processes
- The efficacy of their advertising
- The impact of their recruitment team

Survey Analytics partnered closely with the CareerBuilder team to integrate various technologies and make the entire survey experience seamless, which resulted in the CareerBuilder Applicant Experience offering. This service benchmarks the application process by automatically surveying prospective employees within 24 hours of their interaction with any recruiting advertisement. A month later a second survey goes out to those same applicants to gain further responses on their experience throughout the interview process. This information is tracked and updated in real-time each night, and fed into a customer portal that allows companies to view the unbiased opinions of applicants, the efficacy of different campaigns and approaches, and compare those results over time.

Since implementing the Survey Analytics services as part of their Applicant Experience service offering, CareerBuilder has seen:

- 1.7 million completed surveys
- Over 3,500 companies accessing the intelligence provided by the Survey Analytics survey results
- Implementation of the Applicant Experience Survey offering in 10 countries and multiple languages
- a 75% increase in the intelligence revenue to the Personified brand
- leadership in the market as one of the only firms with this particular intelligence offering

With results like that, it's no surprise that Personified has plans to continue the relationship with Survey Analytics in the future. "Survey Analytics really knows how to partner with a business. We have come to view them as an extension of our own company," says Sanja Licinia, Senior Director, Talent Intelligence and Consulting at Personified, "One of their greatest attributes is their commitment to innovation, which is one of the cornerstones of our business as well. They continue to evolve, add features, and maintain the same level of customer service that is so important to us."

To find out more about Personified, CareerBuilder solutions visit www.personified.com.

Recruiting Strategies

According to a Pew Research report, 52 million Americans are searching the Internet in the hopes of finding a job. A report from the Society of Human Resources Management stated that the average cost per hire from a campaign was \$377 in comparison to the average cost per hire of \$3,295 for newspaper hiring. With results and dollars like that, it is important to be able to improve recruiting in real-time as it affects both experiences as well as finances. Using Survey Analytics tools ensures that the user experience is seamless so that more respondents are likely to give businesses the information that they need to harness and understand the growing online workforce.

Client Feedback Surveys

Client attraction and retention is key to maintaining customer relationships. Whether you're finding out how a particular project went, how users interface with your web site, or collecting suggestions for an upcoming engagement, it is important to maintain industry survey best practices. According to Forrester Research's article "The Four Essentials Of Effective Web Site Intercept Surveys," two of the four best practices for online feedback (beyond survey content) are "streamlined experiences and usable interfaces".

Survey Analytics' leading software ensures not only an accessible and streamlined experience for the survey taker, but also for the survey creator. This allows companies to collect meaningful feedback while also ensuring a straightforward and streamlined experience for the user.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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