

# Meet Hiring Goals in Key Markets with Increased Applications



**JobSync was a game changer for Allied. By solving our candidate volume needs, we were able to focus on our next-level candidate experience challenges. We now talk about our world in terms of before and after JobSync.**

**Donna Singer**

*National Director of Recruiting Enablement at Allied Universal*

## JobSync Integrations:

- iCIMS
- Indeed Organic and Sponsored
- TalentBrew Career Site

## Other Key Technology:

- HireVue Interview Scheduling

## Key Stats:

- 250 Field and Corporate Recruiters
- 205,000 Annual North American Hires
- 6,000 North American Open Jobs
- Private Security and Facilities Industry
- Hiring in the US, Canada, Puerto Rico, Virgin Islands

## Allied Universal was facing the following challenges:

- Allied Universal was **missing hiring targets** due to a **low volume of applicants**
- Allied had implemented a number of solutions to help the recruiting teams reach hiring goals including:
  - iCIMS Indeed Easy Apply for sponsored integration
  - TalentBrew to capture and remarket Indeed organic leads
  - Programmatic solutions through multiple vendors
  - Increased recruiter workload to connect with leads to get missing applicant information and convert
- Those solutions created secondary challenges:
  - **Increased leads but produced fewer completed applications**
  - This created concerns about the ease of skipping compliance steps
  - Vendors created a potential risk for Allied with non-compliant or out-of-policy solutions
- WOTC requirements prevented full application integration

## JobSync provided the following solution:

- Integrated and mapped Allied Universal's entire iCIMS application to Indeed via JobSync Apply including:
  - Profile data, questions, privacy policy, EEO, OFCCP, and iForms
- **Built compliant and policy-friendly applications:**
  - Automated job content fixes to be compliant with Indeed's salary, shift, and title policies
  - Collaborated with Allied's compliance team to ensure OFCCP-compliant applications
- Provided **automation to align with business** needs:
  - Created rules by job to allow some jobs to redirect to apply on the company site
  - Provided jobs to Indeed for organic and to Allied's two programmatic ad agencies for sponsorship
  - Worked in concert with HireVue automated interview scheduling
- All applicants captured and inserted into iCIMS against the job and populated EEO & OFCCP reports

## Allied Universal saw the following results:

- Better alignment of the number of applicants to Allied's hiring objectives
- Increased completed candidate applications:
  - Increased organic applicant volume by **151%**
  - **169% increase in unique applicants**
  - Applicants for hard-to-fill roles **increased by 2X**
- Improved application experience for candidates:
  - Meet candidates where they are at to apply
  - Removed redundant data collection
  - Collected all relevant data, upfront
- All applications are OFCCP compliant
- Reduced recruiter workload:
  - Concentrated recruiter efforts on core responsibilities
  - Freed up time to work on next-level changes
  - Restructured the application process which **provided a valuable opportunity to implement change management** to improve the interview process