Case Study: 2020 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.
[*Learn more about the HR Tech Awards*](#).

Company Name:	Phenom
Website URL:	www.phenom.com
Insert Logo (JPG/PNG):	phenom
Key Customers:	Southwest Airlines, Microsoft, Newell Brands, CSG
Category:	Talent Acquisition: Best Comprehensive Solution

About The Company

Phenom is a global HR technology company with a purpose to help a billion people find the right job. This is done through an AI-based SaaS platform called Talent Experience Management (TXM). The Phenom TXM platform transforms the talent journey from interested candidates to thriving employees to enthusiastic brand advocates, while helping HR break the stereotype of being a cost center instead of a revenue generator.

Redefining the entire talent experience through a single platform approach, Phenom's TXM platform provides companies with a unified solution which delivers a Career Site, CRM, CMS, Chatbot, SMS, University Recruiting, Internal Mobility, Career Pathing, Gigs, Referrals, Talent Analytics, and AI. Their

platform is built on artificial intelligence (AI), which drives personalization, automation, and accuracy for candidates, recruiters, employees, and management.

They believe people should be happy and inspired by their jobs. That simple belief fuels their collective desire to fundamentally transform the talent journey and achieve their purpose.

Problems The Technology Solves

The Phenom TXM platform focuses on personalizing and automating the four talent experiences; candidate, recruiter, employee, and management. By personalizing these experiences, employers help candidates find the right jobs, empower employees to move within the company, boost recruiter efficiency to identify and engage the right talent for the job, and provide management with in-depth analytics to optimize recruitment strategy and spend.

Candidate Experience: Career Site, CMS, University Recruiting, Chatbot
Employee Experience: Internal Mobility, Career Pathing, Gigs, Referrals
Recruiter Experience: CRM, Campaigns, SMS, AI Insights
Management Experience: Talent Analytics, Succession, Reporting, Forecasting

In just 1 month, Newell Brand's chatbot drove incredible results:
- 58,124 chatbot interactions
- 96% of chatbot users who viewed a job clicked apply
- 17% of total apply clicks on the career site came from chatbot users
- 15% of job seekers used the chatbot

In 1 year on the Phenom TXM platform:
- Number of campaigns increased 72%
- Apply clicks increased 69%
- Job seekers increased 31%

Client Case Study

How Newell Brands Boosted Applies 69% with a New Career Site and Chatbot
Landing page link: https://www.phenom.com/resource/newell-brands-boosted-applies-69

The Challenge

Newell Brands is home to many of the world's most recognized brands Sharpie®, Graco®, and Rubbermaid® to name a few. With more than 40 consumer-based brands spanning a diverse range of industries, it's important to distinguish each line while also integrating them under the Newell Brands name. The common denominator? Newell's commitment to innovation and superior product performance.

The talent acquisition (TA) team wanted to showcase those values on their career site to reflect the work culture at Newell and inspire job seekers to apply. To deliver, they needed a site that could be updated in-house to keep up with company changes and developments. Lag time between updates
was costing the company valuable career site apply clicks.

At the same time, the team lacked a clear strategy to market to best-fit talent. Running highly segmented campaigns across popular job boards wasn't producing the number of hires they needed, considering the team recruits for all brand positions from the factory floor to the executive level. With low ROI and no hiring or applicant flow analytics to drive optimization, the team knew something had to change.

The Solution

In 2018, Newell announced its Accelerated Transformation Plan: A series of strategic initiatives designed to improve operational performance and evolve the portfolio to a group of more consumer-facing brands, powered by innovation, eCommerce, and international deployment. According to Burns, it was the perfect time to align themselves with a like-minded company that could help them deliver best-in-class talent experiences with the latest technology.
More specifically, the TA team wanted a solution that would enable them to:
  • Control the career site in-house to ensure consistent messaging and on-the-fly flexibility
  • Market to job seekers through integrated, highly targeted campaigns
  • View intuitive analytics to improve recruiting strategies

It was the artificial intelligence (AI) behind Phenom People's Talent Experience Management (TXM) platform that really piqued the team's interest. As they learned more about the platform's robust

targeting and hyper-personalization capabilities, they felt confident they could not only convert more candidates, they could also leverage the technology to streamline and elevate their employee, recruiter and management experiences.

After meeting onsite with Phenom People, Burns says the team could check off two more important priorities: partnering with a fast-paced company that could keep up with constantly evolving technology and that shared a similar work culture as Newell.

"Being able to relate to the people behind the product is priceless," shares Burns. "We prioritize the same values, which means working together is easy. Phenom is more like an extension of our own team, so we don't feel like we're always being sold on something. Rather, [they] know what we need and are there to help."

Throughout implementation, and beyond, frequent phone calls and live trainings have ensured customer service that is above and beyond. In fact, collaborating with the Phenom team was pivotal in successfully restructuring their career site and leveraging their new technology to its fullest potential.

Much of the strategy involved building out their landing pages for hard-to-fill roles and then focusing email campaigns to drive candidates to those pages. For example, to promote jobs within Newell's Connected Home and Security division, they used the Phenom CMS to add a customized featured jobs widget and placed it front and center on their career site for maximum visibility.

The Results

The creative control afforded by the Phenom CMS has helped the team transform its once stagnant career site into an engaging, up-to-date reflection of Newell Brands. "I didn't realize how much content can affect applicant flow," revealed Burns, who marvels at the speed with which their talent community has grown since using the CMS to attract job seekers with video, animated images, employee testimonials, and other easily refreshable content.

In addition, the brand-specific marketing campaigns the TA team is utilizing through the Phenom CRM have been so successful that they've been able to reduce their agency spend with outside vendors and increase job leads and shares instead. "Now we can get really creative, do as many campaigns as we want, learn how they perform, and switch them up," shared Burns.

For example, to hire store managers in hard-to-fill locations within their home fragrance division, they engaged their talent pipeline with a contest to win a trip and a fun survey to find their favorite scent.

The campaign performed extremely well, revealed Burns. "Instead of just sending links to jobs, we're giving candidates content they want to interact with," she continued, which enhances the experience and helps convert leads.

Driving more applications and conversions are the AI-driven search results that serve up the kind of tailored job recommendations candidates really want. And within just 4 months of deploying Phenom Bot, the team witnessed a considerable uptick in activity that unlocked a highly motivated talent pool they didn't even know existed. In fact, more than 96% of job seekers viewing opportunities through the bot clicked apply.

Pulling everything together are robust analytics that provide a 360-degree view of the team's recruitment strategies—from career site traffic, job shares, and unsubscribes to insightful chatbot data the team can use to adjust recruitment strategies and update content. Weekly email updates also provide real-time feedback in a digestible format so team members can see what's working and what needs optimization.

The Future

As Newell continues to expand on the TXM platform, Burns looks forward to using and promoting Phenom Internal Mobility & Employee Referrals within the company. "It's built-in internal networking that can open people's minds to different positions and growth opportunities," she notes. "That's an amazing capability to share with employees."

Another goal: rolling out the CRM to senior staff and the entire team of recruiters to increase efficiency and strategic awareness for the recruiter and management experiences.
"We have so much value at our fingertips now," says Burns. "Thanks to the Phenom TXM platform, we're able to attract the right talent and position ourselves as a true market expert."

Success by the Numbers

In just 1 month, Newell's chatbot drove incredible results:
- 58,124 chatbot interactions
- 96% of chatbot users who viewed a job clicked apply
- 17% of total apply clicks on the career site came from chatbot users
- 15% of job seekers used the chatbot

In 1 year on the Phenom TXM platform:
- Number of campaigns increased 72%
- Apply clicks increased 69%
- Job seekers increased 31%

About Lighthouse Research & Advisory

Lighthouse Research & Advisory is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, Artificial Intelligence for HR, was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of We're Only Human, a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates upstartHR.com, a community serving HR leaders that has reached more than one million readers since its inception.