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# HR TECH AWARDS

*powered by lighthouse research & advisory*

**TALENT ACQUISITION**  
BEST ADVANCE IN PRACTICAL AI

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**2021**

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# Case Study: 2021 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.](#)

<b>Company Name:</b>	Phenom
<b>Website URL:</b>	<a href="https://www.phenom.com/">https://www.phenom.com/</a>
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	Southwest Airlines Land O'Lakes Newell Brands Mercy MGM Resorts International Life Time Mars Kuehne+Nagel Radian Group Inc. AXA North Highland CSG
<b>Category:</b>	Talent Acquisition

## About The Company

Phenom is a global HR technology company that delivers its AI-powered Talent Experience Management (TXM) platform to enterprises, enabling organizations to help candidates and employees initiate the next phase of their career, recruiters identify and engage the right talent, and management optimize HR strategy, process, and spend.

Phenom's purpose has always been to help a billion people find the right job. Built on their native AI infrastructure, the Phenom TXM platform is a unified solution that personalizes and automates every talent experience. As a result, recruiters can be more productive, managers can be more informed, and talent can be placed in the best position for success.

As talent expectations and demands heighten, technology must evolve and deliver. In addition to releasing industry-first features that help candidates find the right fit, they support the employee experience with powerful automation technology and actionable data. It's never been more important for employees to upskill and reskill. Their platform helps them wield their versatility in a way that advances their careers and their company's goals.

After all, the talent experience doesn't end after an accepted offer. Candidates become employees and employees become leaders, while recruiters and managers continue to fuel a healthy talent lifecycle.

## Problems The Technology Solves

### Candidate Experience

Phenom solves candidate pain points by equipping employers with the tools they need to deliver hyper-personalized experiences to job seekers, including an AI-powered career site that helps talent find the right fit faster with:

- **Intelligent search:** A candidate's ability to find the right job depends on the career site's ability to deliver accurate, relevant job results based on candidate data, such as location, browsing history, viewed jobs, and profile creation. This type of search functionality seeks to understand language the same way a human would.
- **Conversational chatbot:** This technology relies on AI and machine learning to provide talent with accurate and relevant job recommendations. It uses natural language processing to ensure it comprehends candidates' intent and serves accurate answers.

- Event management/university recruitment technology: they support both on-site and virtual recruiting events. Recruiters can now integrate Phenom seamlessly with 1-to-many video tools to connect with candidates virtually.
- Content management system (CMS): This technology gives candidates an exemplary experience while showcasing a company's employer brand with engaging employee-driven content.

### **Recruiter Experience**

Phenom helps recruiters do more with less using sophisticated technology that automates routine tasks so they can focus on the moments that matter.

- CRM: Recruiters can utilize this AI-powered tool to manage their talent pipeline like never before. AI analyzes data from present and past candidates to quickly deliver best-fit talent, while automating more routine tasks so recruiters can focus on relationship building.
- Automated email campaigns/ SMS communication: Candidates can be easily reached in the channels where they engage most frequently, making it easy to generate applications and accelerate the process while providing a positive experience.
- Conversational scheduling: Automated scheduling powered by AI ensures interviews are scheduled quickly, without the manual back-and-forth between candidates, recruiters, and hiring managers.

### **Employee Experience**

Phenom empowers employees to own their careers within an organization, boosting retention, reducing hiring costs, and expanding talent pools through resources like:

- Internal Talent Marketplace: Employees gain more visibility into opportunities at their organization through an intelligent employee portal that recommends next-step positions based on their profiles.

- **Gigs:** Managers are empowered to create short-term projects for internal employees to complete as they pursue professional development and upskilling opportunities.
- **Career Pathing:** Employees are able to chart the recommended skills they need to capitalize on career opportunities and make referrals with a tool that presents perfect-fit candidates from their networks.

### **Management Experience**

Phenom helps leadership make better hiring decisions to strengthen overall productivity and profitability.

- **Talent analytics:** Managers can analyze real-time data easily in interactive dashboards, track where potential candidates are in the hiring pipeline, identify bottlenecks, and evaluate ROI and business impact.
- **Forecasting:** Managers can compare historical data across teams, enterprise, and industries to project where their needs will be over time to fill gaps and support initiatives like increasing diversity, equity, and inclusion.
- **Succession planning:** With AI-powered employee insights, managers can gauge leadership potential from the start of the talent journey to ease transitions, reduce costs, and maintain employee engagement.

## **Client Case Study**

While hiring needs were all over the board in 2020, the critical demand for frontline workers in the medical field exemplified the importance of efficient sourcing and hiring across the health care industry. And the type of efficiency required is simply not possible without the right recruitment marketing technology to support talent acquisition and management efforts.

Mercy — one of the largest Catholic health systems in the US — was able to adapt quickly during the pandemic because its TA team was already well versed in leveraging their HR tech to meet nursing shortages. In fact, the company is an inspirational model for others looking to automate certain recruiting tasks to meet talent deficits, while also providing an exceptional candidate experience for job seekers.

I first learned how Mercy was using their recruitment marketing technology during a vetting of Phenom customers whose impressive use of their Talent Experience Management (TXM) platform would make an

impactful case study. Working with Kayla Drady, Mercy's Director of Talent Acquisition Strategy & Operations, I discovered the details of their approach and was blown away by their amazing results.

Before partnering with Phenom, Drady, who specializes in new recruitment marketing strategies and platforms like text recruiting, event planning, and virtual career fairs, was looking for a modern solution to Mercy's ongoing TA pain points: a sustained nursing shortage, hard-to-fill positions, lack of a qualified talent pipeline, low applicant conversion, and inability to communicate in real-time with candidates.

Drady knew her team needed to work smarter, not harder. With the goal to increase recruiter efficiency and proactively engage candidates, Mercy selected an AI-powered solution and quickly began reaping the rewards of a robust solution.

Empowered by their CRM, Mercy's talent scouts can now see exactly where candidates are in the application process, share profiles with recruiters, send targeted email blasts to segmented populations, and track who's opening and clicking on specific campaigns. Being able to view where candidates are on their talent journey—and adjust content and channels accordingly—has been instrumental in driving more traffic to Mercy's refreshed career site.

Since implementing TXM, Mercy experienced a 500% increase in career site traffic, 72% apply clicks with chatbot, and 69% CRM campaign conversions.

Additional efficiency wins include leveraging Phenom Events and University Recruiting to streamline both virtual and on-site recruiting events. Previously, collecting candidate information at on-campus events was disorganized and inefficient, with long lines and talent scouts having to manually input collected resumes and potential leads later. Now, talent scouts can conveniently access everything they need to register and capture candidate information instantly from an app on their phones. This functionality has also helped increase recent graduate nursing hires. By tagging students from virtual or on-site career fairs in the CRM and nurturing them with targeted content, Mercy can then actively recruit them for open positions as they approach graduation.

Mobile-friendly features such as SMS have also been a game changer for the team. For example, Drady sent a text blast highlighting an upcoming career fair for a hard-to-fill location, and in less than 1 hour they had 10 new candidates register for the event. Even more notable: setting up the campaign took 5 minutes, reached 625 people, garnered 40 total registrants after a follow-up text blast, and resulted in 7 new nursing hires.

More recently, Mercy began utilizing Phenom's Employee Experience to maximize internal mobility to give Mercy employees the same job searching experience as external candidates.

It's also being used to retain nurses who are looking to make a move within the Mercy footprint without the heavy lifting. Instead of tasking talent scouts to spend up to 2 hours a week distributing flyers and cards asking for referrals, they can send an email blast in a few minutes and be well on their way to a referral bonus.

After a concerted effort over the past 6 months to improve speed, volume, and quality of hire, Mercy revealed key successes across the board:

- 26% increase in hires from last fiscal year to this year
- 11 day decrease in time to fill for nursing reqs
- 51% increase in total job seekers
- 77% increase in unique leads
- 84% increase in apply clicks from chatbot
- 100% increase in talent community subscribers

The success of Mercy's talent acquisition team showcases the impact that the right recruitment marketing technology can have in meeting traditionally hard-to-source, high-volume roles. Mercy's ability to automate and meet hiring demands at scale has been especially important throughout the pandemic — and is a beacon of hope for other organizations facing similar challenges.

## 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.