

**Company**

CDW

About

A leading multi-brand technology solutions provider

Employees

10,000

Recruiters

35 (approx.)

Annual Hires

1700 (approx.)

Hiring Scope

US, Canada, UK,

ATS

Taleo

Survale™ Programs

"Always On" Feedback

Phone Screen

Feedback

Interview Feedback

Post Hire Hiring

Manager Satisfaction

Onboarding (Canada)

Survale Shows CDW That Candidates Want More

CDW's mission is to bring technology to life for their customers. To achieve this requires a steady attraction of "People Who Get IT." CDW's target candidates expect state-of-the-art digital experiences in their online lives, so ensuring CDW provides a world-class candidate experience is a large part of their recruiting strategy.

Candidate Feedback Drives Optimization

When a new Talent Acquisition leader joined CDW in 2017, she wanted to see candidate experience data, like Net Promoter Score (NPS), and other insights into how candidate experiences were affecting the overall hiring process. Up until that point, the main experiential data available to CDW were Glassdoor reviews.

"Instead of going to Glassdoor to share their experience, we want candidates to share that feedback directly with us," said Hanady Khourshid, Manager for Recruitment Marketing and Diversity.

"We wanted to know the good, the bad and the ugly of our candidate experience."

- Andy Mott

Talent Acquisition Operations Manager, Andy Mott, was charged with finding a proper solution to gather this feedback. "We wanted to know the good, the bad and the ugly of our candidate experience so we could optimize our processes around candidate satisfaction," said Mott.

CDW had taken many steps to optimize their career site, their post-apply candidate communications, recruiter experience, interview experience, employer brand effectiveness and more. But they did so without direct candidate feedback.

Mott and the CDW team chose Survale to help fill that void.

“We had leveraged SurveyMonkey and other survey tools across the organization, but looked at other solutions,” said Mott. “We loved that Survale was a dedicated platform to measure experiences throughout the recruiting process, including both candidate and hiring manager satisfaction. Other survey solutions didn’t have the same product focus that aligned with our needs. While there were other options that would accomplish our goals, Survale was the clear leader. The fact that Survale is the research platform for the Talent Board’s Candidate Experience Research Program was intriguing as well.”

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After a refreshingly quick and easy implementation, CDW experienced what all new Survale clients do: A steady stream of candidate feedback populating their analytics dashboard, full of insights about how candidates experience their hiring process.

The first insight that jumped out at the team? Despite their view that they were taking great pains to keep candidates informed, candidates expected more communication.

Candidate Experience Affects Employer Brand

Khourshid was hungry for such insights. In her role, she oversees the overall employer brand, and supports content for expressing that brand through all channels. And, of course, candidate communication is high on her list of concerns.

“My job requires I understand the voice of the candidate and before Survale, I would generally get that information secondhand through recruiters or Glassdoor reviews,” said Khourshid. “We wanted to hear directly from candidates so we could respond to them before they express their thoughts on Glassdoor.”

Frequency of communication was already a priority for both Khourshid and Mott, and they had spent a large amount of time and effort to keep candidates informed throughout the process.

“Survale revealed that candidates wanted even more communication and showed us what kind of information they wanted.”

- Hanady Khourshid

The fact that candidates wanted more was an eye-opener.

“Talent is scarce, and we knew that expectations were high, but we didn’t know how high until we asked,” said Khourshid. “Survale revealed that candidates wanted even more communication and showed us what kind of information they wanted, allowing us to better meet that expectation when we might not otherwise have.”

This kind of intelligence is now available to CDW across key stages of the hiring process in real time.

It’s in the Comments

As important as the analytics data they receive, Khourshid and Mott both point to the value of the comments they get from candidates. Because Survale’s feedback is anchored to specific stages in the recruiting process, and to the satisfaction level of the commenter, it’s simple to view satisfaction indicators

for each step and drill down to comments to learn what’s driving the positive or negative feedback. All the feedback is also anchored to fields in the ATS so you can filter the comments by recruiter, hiring manager, location, job requisition - whatever data is tracked in their Taleo ATS.

“We didn’t create a custom question about frequency of communication,” says Mott. “We learned that through mining comments, allowing us to get answers to questions we didn’t know we needed to ask.”

“The intelligence I gather from Survale could spark a blog post to address grey areas, a video to reinforce a message or other tactics to strengthen our brand and our candidate experience,” said Khourshid.

“Survale shows us how widespread the issues are that come to light and that helps us identify themes and prioritize how we react to the feedback we receive.”

-Andy Mott

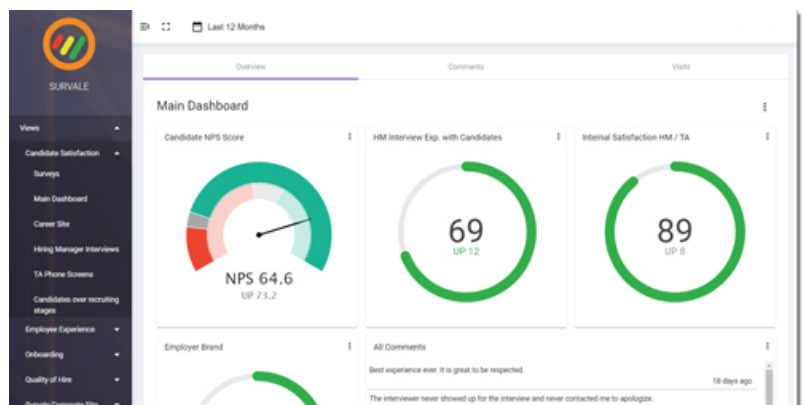
Mott adds that “We are careful to avoid overreacting to each piece of anecdotal feedback. Survale shows us how widespread the issues are that come to light and that helps us identify themes and prioritize how we react to the feedback we receive.”

Mining these comments for candidate experience, marketing and brand intelligence is a regular part of Khourshid’s role now. She distributes candidate experience problems and successes to the respective talent acquisition leaders regularly. Additionally, she presents quarterly recaps of Survale intelligence - including NPS and comment themes - to the overall talent acquisition team.

Early Lessons From Survale Data

In the year since CDW implemented Survale, they immediately saw “quick wins.” Altering the frequency and content of candidate communications was a big one. On the plus side, they quickly saw their recruiters receiving high satisfaction rates for being knowledgeable and responsive, which was reassuring, albeit expected.

They also learned that candidates are quite willing to provide feedback.



“Candidates are noisy in a good way. They will let you have it, which is awesome,” said Khourshid.

CDW highly values criticism. As Mott says, “Just talking to happy people doesn't challenge you to get better.”

For CDW, year one was about getting their feet wet and absorbing these early lessons. Year two is for refining, acting on feedback and expanding their use.

Expanding Survale Onboarding Feedback at CDW

CDW is currently expanding Survale to Canada where they are focusing on onboarding feedback. Like many organizations, CDW understands the critical connection between retention and a great onboarding experience that leaves new hires feeling welcome, supported, and productive. Survale will automatically gather feedback

“Survale will automatically gather onboarding feedback at intervals to uncover gaps in their process.”

from new hires at intervals to uncover any gaps in their process. And because the feedback comes in real time, it gives them the opportunity to mitigate any issues that could affect retention in that crucial first year.

Top Benefits of Survale

Both Khourshid and Mott list the real-time nature of the feedback as a huge benefit. “Real-time feedback allows us to act immediately,” says Khourshid. “It doesn’t take us months to discover insights.” Mott adds, “We’re definitely seeing categories of feedback that we can take action on.”

And with Survale, CDW now solicits recruiting feedback from ALL candidates as opposed to just newly hired employees, which CDW had monitored previously through Glassdoor reviews.

They also appreciate that Survale is a single tool that houses all their feedback programs, whether it be pre-applicant, post-applicant, onboarding, employee experience, or any other talent facing feedback programs they deploy. It all fits within one system where they can be analyzed with consistency.

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-Hanady Khourshid

Because CDW’s talent acquisition team leverages several technical tools, they also appreciate the partnership that Survale’s support provides. From implementation to ongoing support and advice, both Mott and Khourshid give Survale’s implementation/customer success team high marks for responsiveness and willingness to work with them to come up with suggestions and strategies for using the tool.

Mott sums up the value of the Survale partnership, “We love that Survale is a partner that will jump on the phone and ideate with us, as opposed to just saying ‘tell us what you want and we’ll do it.’”

About CDW

CDW is a leading multi-brand technology solutions provider to business, government, education and healthcare customers in the United States, the United Kingdom and Canada. A Fortune 500 company and member of the S&P 500 Index, CDW was founded in 1984 and employs almost 10,000 coworkers.

About Survale

Survale’s award winning Talent Feedback Platform provides employers with an “Always On” solution for automatically gathering, analyzing and acting upon experiential data from candidates, recruiters, hiring managers and employees at each stage of the hiring process and throughout the talent lifecycle, Survale’s data provides recruiting and business leadership with unprecedented insights into their recruitment operations, quality of hire, employee experience, engagement and HR program delivery, allowing them to optimize and align their people and processes around common metrics. For more information, visit: survale.com