Company
Epicor

About
A leading business software provider

Employees
3,800

Recruiters
25 (approx.)

Annual Hires
900 (approx.)

Hiring Scope
North America, Mexico, EMEA, India, APAC
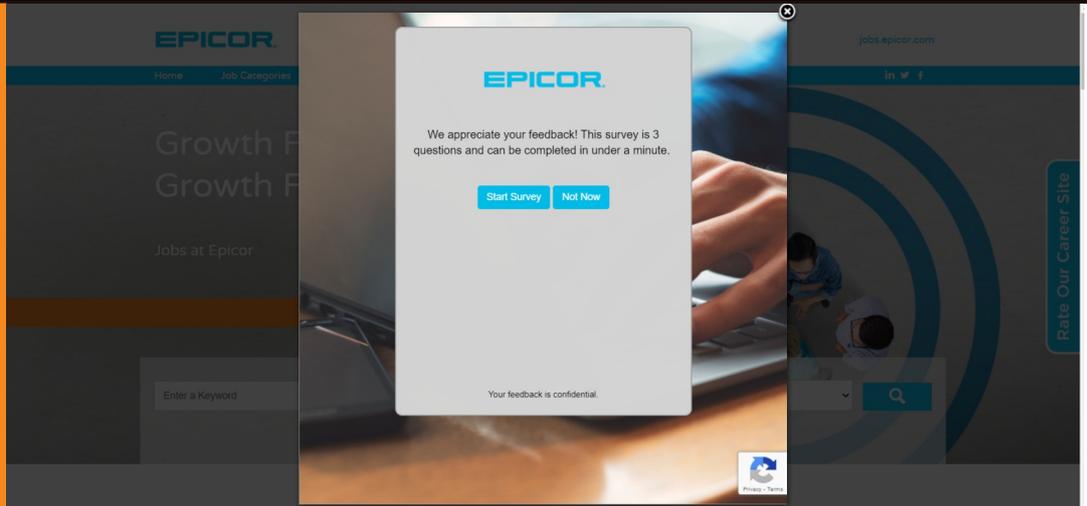
ATS
Taleo Enterprise

Survale™ Programs
"Always On" Feedback

Interview Feedback

Declined Offer Feedback,

Hiring Manager Feedback

Recruiter Feedback

Epicor Uses Survale to Drive Recruitment Operations

Epicor Software Corporation drives business growth, providing flexible, industry-specific software to the manufacturing, distribution, retail, and service industries. With customers in 150 countries and operations on five continents, Epicor requires a strong supply of experienced and highly skilled candidates to continue to grow and to keep its global operations functioning at the highest levels.

Epicor's internal recruitment function is concentrated in the U.S. with smaller operations in Canada, Mexico, EMEA, India and APAC. Embracing the challenges presented by global recruitment of of highly trained and specialized workforce across five continents, Shane Hicks, Epicor's Vice President of Global Talent Acquisition developed an operations team within Epicor's own recruitment function.

To that end, Shane created the role of Global Recruiting Operations Analyst and appointed Nicole Keller. The purchase of a licence to the Survale platform was Shane and Nicole's first technology acquisition as part of the operations team. . "My world is data and strategy focused," said Nicole. "And Survale fits right in to support the data and strategy piece."

"Nothing else we looked at provided the analytics that Survale gave us."

- Nicole Keller

Shane, Nicole and the team wanted a way to monitor Candidate Net Promoter Score (cNPS) as a KPI for their hiring process. Based on a recommendation, together they selected Survale and they soon found its capabilities surpassed all expectations and unlocked additional capabilities that would take them well beyond cNPS.

"Nothing else we looked at provided the analytics that Survale gave us," said Nicole, "along with the ability to segment feedback by region, hiring stage and more."

According to Nicole, Survale implementation went very smoothly. "After a quick learning curve, Survale's support team was very responsive in getting us up to speed and are always willing to hop on a call or send a video to help us accomplish our goals."

Real Time, Automatic Feedback...From Anyone

Once Survale was fully integrated with Epicor's internal system , Epicor was able to receive real time cNPS AND gather feedback on its careers site, hiring manager interviews, and declined offers - all crucial checkpoints for Epicor's hiring process.

"We also leaned on Survale to automatically gather recruiter feedback about their hiring managers and hiring manager feedback on their recruiters," said Nicole. "This gives us invaluable insight into how well these stakeholders are meeting expectations and how well aligned we are as partners in bringing on the right talent."

Because Survale automatically sends out feedback requests to candidates, hiring managers and/or recruiters based on hiring stage and status changes, it was simple to expand the use of the Suvale platform into any area of the hiring process.

Quick Wins

Upon Go-Live on the Suvale Platform, Epicor quickly questioned why it was not receiving more candidate responses. Following investigations, Epicor identified a core operational issue: Too many candidates were assigned incorrect statuses in Epicor's internal system

The Survale platform automatically requests feedback based on changes in certain stages in Epicor's internal systems. If the incorrect status was assigned to applicants , feedback is not provided. . If feedback requests are not going out, email communications aren't going out either and, as a result, candidates are left in the dark.

Once discovered, the issue was quickly resolved, and Epicor achieved a quick win that improved candidate experience (and increased the feedback they were getting).

The Voice of The Candidate

Like many Survale clients, Epicor initially focused on Survale's comment feed. This feed anchors open ended questions to specific steps of the process and provides AI and sentiment analysis to categorize comments as negative or positive for quick "comment mining." These comments provide a window into what's going right or wrong with the hiring process.

"We instantly got visibility into areas where recruiters and hiring managers may have been misaligned early on in the process," said Nicole.

"We also saw the positive feedback recruiters were getting from candidates," pointed out Lourdes Flores, Talent Acquisition Manager for Epicor's Latin America operations. "This positive candidate feedback was

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really appreciated by the team and reassured us we were on the right track."

Nicole noted that Survale monitors myriad different metrics in the recruiting process and Epicor wanted to include candidate Net Promoter Score, as part of those metrics and incorporate the cNPS in team goals.

Epicor's recruitment team began a weekly call to discuss issues identified in the Survale platform and develop actionable initiatives to improve Epicor's processes.

*" Positive candidate feedback was really appreciated by the team and reassured us we were on the right track."*

-Lourdes Flores

Using Feedback to Manage Recruiting Operations

Like many Survale clients, Nicole goes through the analytics generated by Survale's platform weekly to monitor key metrics and look for opportunities to either share positive feedback with Epicor's recruitment team or address issues identified in the previous week. Positive feedback is routed to Epicor's internal recruiters and constructive items are incorporated into operational planning.

Epicor was interested in how its recruitment process may affect the acceptance rate on employment offers as well as whether Epicor's process was increasing time to hire. Many organizations run on little more than guesswork and anecdotal evidence to optimize employment offers. Epicor was keen to use the Survale platform to build strategies to improve, but also to obtain hard data in order to implement any needed changes.

Based on data from the Survale platform, Epicor identified several initiatives to increase efficiency as well as increase the employment offer acceptance rate. First, eliminating status issues in Epicor's own systems dramatically accelerated Epicor's recruitment process. The problems within Epicor's systems also uncovered a need for a more comprehensive welcome email to candidates, explaining what to expect from the process.
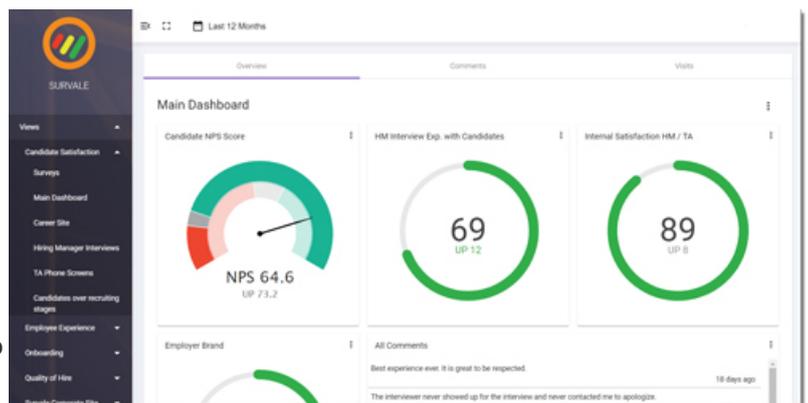
Epicor also learned that candidates weren't getting enough information about the roles to which they applied. As a result, Epicor developed Role Insights Forms for recruiters to provide additional information on their top fifteen roles, equipping recruiters to better answer questions from candidates during phone screens.

To reduce misalignment between stakeholders earlier in the recruitment process, Epicor revised their Calibration Forms, instituted service level agreements between recruiters and hiring managers; and developed a hiring manager resources page to provide managers with most all the information they could need to accomplish their tasks.

Managing to New Metrics

What kind of metrics drive Epicor's recruitment team now that they have access to a whole new data stream through Survale?

Epicor uses Survale to monitor phone interview satisfaction and set a goal for 90% satisfaction rate from candidates. Using Survale's feedback

" The simple fact that recruiters and hiring managers are getting feedback on their performance has made an immediate impact."

-Nicole Keller

from hiring managers on their experience with recruiters, Epicor also set a goal of maintaining a 90% satisfaction rate from hiring managers.

Nicole's list of top Survale metrics for managing operations are:

• Recruiter phone screen score (measures quality of phone screen interactions)
• Hiring manager interview score (measures quality of interviews)
• Hiring manager satisfaction with recruiter (Monitors recruiter service quality and alignment)
• Recruiter satisfaction with hiring manager (Monitors alignment and responsiveness of hiring managers)

Nicole also points out that she can drill down into Survale metrics to analyze performance regionally, and by individual candidate, requisition, recruiter, hiring manager and more.

"The simple fact that recruiters and hiring managers are getting feedback on their performance has made an immediate impact on the quality of interviews," said Nicole. "As well as better alignment between the stakeholders and we've seen that in Survale's metrics."

> *"Nicole also points out that she can drill down into Survale metrics to analyze performance regionally, and by individual candidate, requisition, recruiter, hiring manager and more."*

Survale in a Post Covid-19 World

At the height of the pandemic, the Survale platform provided Epicor's recruiting leaders with a way to understand candidate reactions to the changes that were happening as hiring slowed, applicants swelled, and health concerns became a key consideration in hiring and onboarding. Candidates gave Epicor positive feedback on their transparency and on the fact that they were asking candidates for feedback at a time when hiring was paused and processes were evolving.

"Covid-19 slowed our hiring for a number of months which allowed us to really focus on our use of Survale in identifying and implementing a number of operational initiatives," said Nicole. "Now that hiring has picked back up, we are looking forward to seeing the impact of that work."

In its first year with Survale, Epicor has seen steady wins with lower time to fill, increased hiring manager satisfaction and alignment and it now has the ability to continually take feedback and turn it into actionable items to further improve Epicor's hiring results as hiring circumstances evolve in the future.

About Survale

Survale is a Workforce Analytics Platform providing employers with an "Always On" solution for automatically gathering, analyzing and acting upon satisfaction and engagement data from candidates and employees as they traverse the hiring process. From job openings to interview to onboarding to ongoing employee feedback and Quality of Hire, Survale has the tools to measure. For more information, visit survale.com.

About Epicor Software Corporation

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software designed to fit the precise needs of our manufacturing, distribution, retail, and service industry customers. More than 45 years of experience with our customers' unique business processes and operational requirements are built into every solution   in the cloud or on premises. With this deep understanding of your industry, Epicor solutions dramatically improve performance and profitability while easing complexity so you can focus on growth. For more information, connect with Epicor or visit www.epicor.com.