![SURVALE Talent Feedback Platform]

Company
UiPath

About
A leading robotic process automation solution

Employees
4,000

Recruiters
45

Annual Hires
1500

Global Hiring
40 countries

ATS
ICIMS

UiPath Uses Survale to Ensure Consistent, Predictable, and Repeatable Candidate Experience

UiPath is a leading enterprise automation software vendor that helps organizations efficiently automate business processes. Started in 2005 in Romania, UiPath has a vision to deliver the fully automated enterprise™ where companies use automation to unlock their creativity and full potential of every worker. UiPath offers an end-to-end platform for automation, combining the leading robotic process automation (RPA) solution with a full suite of capabilities that enable every organization to digitally transform its business.

In the past three years, UiPath has experienced explosive growth. With over 4,000 employees in more than 40 countries and a globally dispersed team of recruiters tasked to support that growth, UiPath understands the impact a great candidate experience can have on attracting and hiring candidates. Especially in the current highly competitive talent market.

Prior to implementing Survale's Talent Feedback Platform, delivering best-in-class candidate experience was already a strong focus for the UiPath talent acquisition team. Candidate Satisfaction was an important KPI and they had invested in training for recruiters and managers in multiple ways to support this focus.

But like many organizations, UiPath did not have great visibility into the impact of these efforts. They had no reliable way of knowing how

their efforts were performing, and they didn't know what else might be needed to increase candidate satisfaction for their globally distributed hiring efforts.

Nor did they have any way to understand how consistently their candidate experience improvement efforts were being implemented throughout the organization.

Developing a Survale Partnership

A successful technology company themselves, UiPath scanned the technology landscape to find a solution that would provide the kind of intelligence that would help them reach their goals. They were looking for a platform that integrated with their ATS and automatically triggered feedback requests in real time.

They wanted intuitive analytics that

could be customized into multiple dashboards to analyze the multiple facets of their recruiting process. They wanted industry benchmarks to provide context to their metrics. And of course, they required a scalable solution that came with hands-on support.

They enthusiastically chose Survale.

"After learning more about Survale's platform, we knew that this was the platform of choice for us to capture real-time feedback," said Viorela Marcu, Global Employer Branding Senior Manager at UiPath.

> "Once live, feedback data filled UiPath's KPI dashboards and they were able to see their global recruiting efforts with unprecedented breadth and clarity"

During their six week implementation, the Survale team worked with UiPath to configure their integration and tailor surveys and dashboards to serve their immediate needs. UiPath chose to gather feedback from candidates, for hiring managers and recruiters from their first interview through to accepted or declined offer.

Survale dashboards measured cNPS trends quarter over quarter, both at a global level and regionally. They also used Recruiter Satisfaction scores gathered from candidates and hiring managers as a metric for their Performance, Development & Rewards evaluations for their recruiters.

Candidate Experience Comes Into Focus

Once live, feedback data filled UiPath's KPI dashboards and they were able to see their global recruiting efforts with unprecedented breadth and clarity. For the first time, they saw their entire recruiting process from the candidate's point of view.

"After implementation, the Survale platform allowed the talent acquisition leaders to directly see where improvements were needed," said Kat Andrews, Director, AMER GTM, Marketing, & Corporate Talent Acquisition for UiPath. "Actions that were implemented after the findings were mostly tied to candidate focus and hiring manager engagement."

With real-time, actionable data from Survale, UiPath was able to realign recruiters to better serve specific functions in their business organizations vs. focusing more generally across many functions. This allows recruiters to be more integrated into the roles and hiring managers for those business organizations.

"We are always looking to increase Talent Acquisition and Hiring Manager partnerships, and Survale's feedback has helped us evolve recruiters toward a more consultative approach, as opposed to being purely transactional," said Kat.

The Survale data allows UiPath to drill into specific issues related to their teams, for example spotting interviewers who keep their cameras off during remote interviews. Survale feedback also provides talent acquisition leaders with the necessary data

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for recruiter performance evaluations and KPIs tied to candidate experience.

To that end, UiPath regularly reviews feedback and gets valuable insights on what they need to improve. "We use Survale analytics to create action plans to make sure we improve where needed," said Nicole

Fong, Talent Acquisition Manager, AMER Product & Engineering at UiPath. "We also use Survale data & comments to shine a light on the recruiters who are making a difference and that helps inspire others to similarly offer the best experience they can to their candidates. "

"We tend to notice feedback related to communication and response time and this is an area we are always looking to improve," said Kat. "Ultimately, the data allows informed decisions us to make rather than making assumptions and focusing efforts in areas that aren't real issues."

> **"Despite the increased volume of candidates our team is managing, we are seeing improvements, quarter over quarter."**

Viorela adds, "Survale feedback confirmed the importance of making sure that we are setting the right expectations, that we are preparing candidates before their interview process and giving them feedback in a timely manner. This is a constant focus for us and, despite the increased volume of candidates our team is managing, we are seeing improvements, quarter over quarter."

Survale Enables Consistent Candidate Experiences Across UiPath

When asked what the top benefits of Survale have been for UiPath, Nicole quickly points to consistency. "Survale feedback helps us ensure that our managers, recruiters, and interviewers are adhering to consistent, predictable, and repeatable hiring processes that deliver a stellar candidate experience," she says. "Survale provides our hiring managers with the opportunity to reflect on the importance of candidate experience especially now with this scarce talent market."

She also points out that Survale's data helped them design targeted actions for their recruitment metrics and overall strategy. "Because UiPath can take Survale data and segment it by location, recruiter, hiring manager and more, Talent Acquisition leaders are able to use the feedback and analytics to educate hiring managers and recruiters about how to improve their performance."

Being able to understand candidate expectations at every step helps UiPath's talent acquisition team educate hiring leaders with data-driven insights. Being able to quantify and qualify the reasons candidates accept or decline offers, for example, has helped them perfect their candidate pitch and increase acceptance rates.

> **"Survale's feedback has helped us evolve recruiters toward a more consultative approach, as opposed to being purely transactional,"**

Looking to the Future

When asked what's next for UiPath's Talent Acquisition team, Kat says their challenges now revolve around a scarce talent market and working to keep their pipelines full of quality candidates. That said, UiPath feels confident that they have the team and the tools to ensure that each of those precious candidates will consistently get the best experience UiPath has to offer across their entire global talent acquisition team.