

VIRTUAL HIRING EVENT

Spectrum continues hiring during pandemic with Brazen's scalable virtual recruiting solutions

Spectrum is a leading national provider of internet, cable, and phone services that hires an average of 35,000 new employees per year. Traditionally, they have used a variety of recruiting strategies to connect with candidates, including regular in-person career fairs and open house events. Months after first adopting virtual recruiting tools in just one department, Spectrum doubled down on the commitment to continuing operations as an essential business, and decided to scale up virtual recruiting in response to the COVID-19 pandemic.

Spectrum's sales and marketing team became the first in the organization to adopt Brazen tools in June 2019 with 15 users, in response

to talent shortages. Brazen's virtual recruiting tools help employers expand their reach, attract top talent, and keep high quality candidates engaged throughout the recruiting process. The sales and marketing team used Brazen to re-engage with candidates who signed up for in-person career events but did not attend. They found that inviting those candidates to virtual career fairs was an effective means to continue building relationships with candidates who might have otherwise abandoned the recruiting process.

Scaling up amid a pandemic

Fast forward to mid-March 2020, when companies across the country were forced to

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shutter offices and transition most employees to work at home. With millions of American families suddenly ordered to shelter in place, cable internet services became more important than ever. From March 1 to May 1, 2020, downstream usage was up 18.7%, an unprecedented leap in demand. Spectrum and other internet service providers across the country saw network capacity reach the upper end of peak usage, evidence that network operations were largely successful in planning ahead for spikes in usage. As an essential business, Spectrum faced the unique challenge of continuing operations—including hiring—while protecting staff health and safety. To that end, the organization transitioned 60% of call center employees to work at home within three weeks, and all recruiting efforts went virtual almost overnight. Following the example set by sales and marketing, other departments adopted Brazen tools to supplement their talent acquisition strategies. In fact, Spectrum decided to give all recruiters in their organization access to Brazen.

This means recruiting staff had to quickly learn how to use the new tools at their disposal. Fortunately, Brazen's platform is simple and intuitive to learn, and additional support is available for teams that need to scale up rapidly. Speed is always important in recruiting, but it matters more than ever when recruiting during a global emergency. Spectrum has found Brazen tools especially valuable in connecting with candidates in challenging markets, such as several cities in Wisconsin, where Spectrum has traditionally hosted "Walk-in Wednesdays," which encourage job seekers to visit in-person any Wednesday to meet with hiring managers. "Now, amid the pandemic, virtual career fairs have allowed Spectrum to continue connecting with new candidates on a weekly basis without the health risks of sharing physical space," said Jennifer Tracy, VP of Recruiting Solutions

Engaging with more talent

Spectrum is experiencing the power of virtual recruiting on a large scale for the first time, and the results are valuable on many levels.

60-80%
CONVERSION RATES

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Because Brazen's platform allows recruiters to engage in deeper conversations with candidates, the Spectrum recruiting can more quickly pre-screen candidates and move the best conversations and candidates forward. And the numbers don't lie. Spectrum has seen a high proportion of virtual candidates converting from chat to application, with rates often between 60-80%. Compared to average rates other employers get using Brazen's platform, those figures represent a rousing success. Virtual recruiting tools are helping Spectrum maintain a fast and efficient recruiting process and stay on track to meet their recruiting goals, even in the most challenging markets.

Planning for the future

Spectrum has been working on fully virtualizing the recruiting stack for the past year. The pandemic forced their Recruitment Council to accelerate that process, and there will be no looking back. "Most of the virtual tools will continue to be front and center probably to the point of final decision," said Jennifer. The flexibility and convenience

of virtual recruiting tools has proven their value, especially as those tools have allowed Spectrum to preserve business continuity despite the challenges of the pandemic and shelter in place orders. Now, having already scaled up virtual recruiting operations, Spectrum's talent acquisition efforts are also protected against future health and economic uncertainties, as their teams are already equipped to continue recruiting.

Once they're able to re-open fully, Spectrum will most likely continue to invite final candidates to visit operations in-person before an offer is extended, to get a first-hand impression of the work environment. While virtual tools can seamlessly replace most phases of the recruiting process, it's still ideal for candidates to see their actual workplace before a decision is made, so Spectrum will prioritize that phase of the candidate experience once it's safe to do so.

Brazen's scalable virtual recruiting solutions allow agile organizations to respond to unprecedented challenges quickly, without sacrificing business needs.

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