How CDW Achieved 83% Application Conversion Rates with Industry Leading Talemetry Recruitment Marketing
Driving Productivity and Efficiency in CDW’s Talent Acquisition Practices with Innovative Technology and Data-driven Recruiting

CDW is a leading multi-brand technology solutions provider to business, government, education and healthcare organizations in the United States, Canada and the United Kingdom. A Fortune 500 company with multinational capabilities, CDW was founded in 1984 and employs more than 8,700 coworkers with net sales of approximately $15 billion. CDW fingerprints can be found on technology in workplaces and workspaces of more than 250,000 organizations, from fresh-faced startups to international conglomerates. With the breadth of products and services it offers, combined with the expertise of its specialists, there is no request too big or too small. CDW’s teams comprise account managers, solution architects, and technology engineers who work together to tailor solutions for their roster of customers. CDW coworkers across the globe work together to bring technology to life for their customers. CDW’s competitive landscape is complex, with over 50 direct competitors. This means not only competition for customers, but also for coworker talent.

Company Profile
- Multi-brand technology solution provider
- Employs 8,700+ coworkers
- Net sales $15 billion annually
- Provides technology to more than 250,000 organizations

Client Since
2017

Challenge
Ambitious Growth Strategy Requires Better Technology
CDW needed more recruitment marketing platform to stay current with the sophistication of its talent acquisition practices

Solution
Talemetry Recruitment Marketing
CDW Leveraged Talemetry Career Sites, Apply, CRM, and Job Broadcast

Results
Better Technology Proves Effective
CDW’s updated Mobile Optimized Career Site and simplified application process increases conversation rate over 83%
Our success is heavily dependent upon our ability to attract, develop, engage and retain key personnel to manage and grow our business, including our executive, management, sales, services and technical coworkers. – CDW 2017 10k

As stated in CDW’s 2017 10k, ‘If we lose any of our key personnel, or are unable to attract and retain the talent required for our business, our business could be disrupted and our financial performance could suffer. Our success is heavily dependent upon our ability to attract, develop, engage and retain key personnel to manage and grow our business, including our executive, management, sales, services and technical coworkers.’ CDW prides itself on being an attractive workplace, having garnered awards as one of Forbes 2017 America’s Best Employers, ComputerWorld’s 100 Best Places to Work in IT, and Glassdoor’s Best Places to Work and Interview.

CDW are the People Who Get IT

Talent Acquisition Environment and Challenges

CDW has ambitious growth strategies that require targeted talent acquisition support. CDW has acute high-volume recruiting needs, particularly for the entry-level sales position of Account Representative, but also does significant hiring for both corporate and operational positions. The Talent Acquisition team knows that to compete for highly skilled and sought-after talent, they need to build strong relationships, build robust talent pipelines, and engage passive job seekers. CDW knows that establishing meaningful relationships with passive candidates is important for the future when they are ready to explore new career options.

The company also recognizes the tie between the candidate experience and the consumer experience. As the Talent Board found, ‘41% of candidates who had a negative experience say they will take their alliance, product purchases and relationships to another company,’ and ‘64% of candidates who had a positive experience with an employer (the majority of whom weren’t hired), will increase their relationship with the company.’ So CDW’s Talent Acquisition team is not only responsible for attracting great new talent, but also ensuring a positive candidate experience for all candidates, those hired and those not hired.
The Talent Acquisition department has teams of recruiters who support the various functional areas including sales, services and corporate. A strategic program team, including Recruitment Marketing, supports the wider Talent Acquisition team with recruiting solutions and services.

Prior to 2017, CDW was using a different recruitment marketing provider to serve as its candidate engagement platform. Recognizing that its technology footprint needed to match the sophistication of its recruitment marketing practices, CDW needed a recruitment marketing platform that was simple, results-driven and would integrate with its Oracle Taleo ATS. ‘We wanted to ensure we provided a great candidate experience and an integrated approach that would ensure visibility into the end result and allow us to predict outcomes’ says Andy Mott, Manager - TA Operations and Technology.

CDW had ambitious goals when it embarked on its implementation of Talemetry Recruitment Marketing including:
- Improve source and activity tracking and analytics
- Modernize the candidate experience with a simplified, optimized mobile application
- Build deeper proprietary talent pools
- Better utilize and leverage Taleo data for recruitment marketing and remarketing
- Support events and targeted recruitment marketing more efficiently
- Simplify and automate job distribution
- Open and track new channels to market for jobs
- Reduce time-to-fill
- Improve quality of candidates
- Simplify the technical platform

64% of candidates who had a positive experience with an employer will increase their relationship with the company.
Speed of Talemetry Delivery
CDW’s Talent Acquisition team knew that they needed better, easier-to-use technology to support the evolution of their sourcing practices and that time was of the essence. CDW set a targeted go-live date of July 2017 with the Talemetry Career Sites, Appy, CRM, and Job Broadcast solutions. They had aggressive hiring plans and no time to waste. Their ambitious implementation consisted of a complete overhaul of their career site, which would now be a modern, mobile optimized career site. They would roll out several key candidate experience improvements, including faceted search, job notifications, multiple talent networks, apply workflow, direct integration with Taleo including EEO, UDFs and multiple apply workflows, and analytics to measure their activity and results.

![Before After Image](image)

The new CDW career site was live by early July 2017 with a brand-new look and feel, giving candidates an updated user experience with a mobile responsive design, easy navigation and relevant content.
CDW partnered with Talemetry on a project plan to enable the TA function to get up and running on the platform in 16 weeks; this would take significant commitment from both Talemetry and the CDW project team.

CDW had specific UX and UI improvements it wanted to make to its career site and was able to show results very quickly:

**Updated and Modern Career Site Refresh**

**AFTER**

Talemetry's implementation team began meeting with the CDW project team in April to gather requirements, prioritize and create an aggressive plan. Working in an agile project management approach, the teams worked closely together through the spring and into summer with bi-weekly milestone meetings and check-ins.
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**Updated Job Descriptions Delivery**

**AFTER**

By July 7, 2017, the CDW new career site was live with a brand-new look and feel, giving candidates an updated user experience with a mobile responsive design, easy navigation and relevant content. The new site made it easy for candidates to find information, while delivering shorter, more consumable bits of content and modern design elements. The new design made it easy for candidates to get to know CDW and build a meaningful relationship. Jen Sommesi, Director, Talent.
Programs, shared their accomplishments on LinkedIn. “We want you to enjoy getting to know us—our mission, our values, our people, our #LifeatCDW.

CDW’s Talent Acquisition team earned recognition by ERE for its new career site that was more mobile-friendly, photo and video rich, and easy to navigate.

**Improved Candidate Experience**

Personalization was key to CDW’s newly designed candidate experience, and it wanted a complete overhaul of its career site. With Talemetry Recruitment Marketing, CDW could offer more tailored messaging for key talent areas such as Account Representatives, Engineers, Executive, Veterans and Students. CDW’s new candidate experience delivers a personalized experience with prospective employees based on strategic audience. The new career site offers engagement journeys by job type for key talent areas such as sales, technical, and corporate. It also caters to students and transitioning military with dedicated pages, content and messaging. This content, suggested jobs, job alerts, and messaging lead to meaningful relationships with candidates.

For transitioning military, CDW partners with DirectEmployers to provide relevant jobs by using military terms. The transitioning military career site offers a military skills translator and helps those
transitioning to the civilian workforce to find relevant jobs that help them utilize and leverage the skills and experience they developed while protecting our country.

For students entering the workforce, the CDW career site offers relevant content on internships, summer programs, entry level jobs, and related jobs.

We want you to enjoy getting to know us—our mission, our values, our people, our #LifeatCDW.

career Site for Transitioning Military

Tailored Content for Students and Recent Grads

With an agile organization and the technology to support it, CDW will continually evolve and improve upon its candidate experience.
Proven Results
Throughout the career site, both active and passive candidates have the flexibility to directly apply for a current job, sign up for job alerts for a future opportunity, or join CDW’s Talent Network. If the time is right for a candidate to apply for a job today, they are not forced to join the Talent Network first, avoiding double data entry. By simplifying this process and making it easier for applicants, CDW has been able to achieve application conversion rates of over 83%, far outperforming the industry average of typically 20-30%.

As a result of the highly customized and dedicated content to specific audiences, CDW was able to increase the average time spent on its career site to nearly six minutes per visitor, double the typical average of three minutes.

CDW continued to nurture and build relationships with these candidates. One strategy was email campaigns. In the Q3 2017 campaigns, CDW achieved a 72% open rate, vastly outperforming its competition for talent in the industry.

Being fully integrated with Taleo Enterprise, CDW is able to not only offer a seamless, easy candidate experience, but also track the metrics of candidates to measure the full impact as candidates.

**CDW Used Updated CWS to EVOLVE Candidate Experience**
Jobvite’s EVOLVE Talent Acquisition Framework helps TA teams deliver world-class results. From initial assessment to specific action plans, EVOLVE empowers TA leaders to identify and prioritize areas for improvement so that no effort is wasted. Teams, processes, technologies, and strategies are optimized over time, and organizations emerge stronger, more efficient, and better able to adapt to the needs of the ever-evolving talent marketplace.

The EVOLVE framework offers four levels of talent acquisition maturity. Companies like CDW can level up to a Level 3 from a Level 2 by optimizing processes and technologies.
About Talemetry
Talemetry, a Jobvite brand, is Recruitment Marketing Results. Simplified.™ We combine our enterprise-grade Talemetry® recruitment marketing suite with tools, training and support to make recruitment organizations and professionals successful. Jobvite is an end-to-end Talent Acquisition Suite that takes a marketing-first approach to intelligently attract dream candidates, automatically screen for the highest quality, engage employees invested in the future, and retain the people who care the most about your organization by combining the power of AI and the human touch.