

A Systematic Recruitment Process Delivers Top Candidates, Consistency and Compliance



Challenges

- Candidates with specialized skill sets were hard to find
- Applicant quality was sub-standard
- Recruiting to professional networks of staff had been exhausted
- Job distribution wasn't reaching the right people

Results

- Easily distributes job postings to relevant locations
- Improves job visibility to more people, in more of the right places at the right time
- Increases candidate flow for hard-to-fill positions
- Skyrocketed manager buy-in due to improved candidate quality



LONG Building Technologies
long.com

LONG Building Technologies, Inc. is a full service HVAC representative and building automation, security, energy and mechanical services company that has been providing better building technology to the Rocky Mountain Region since 1965. The privately owned corporation also has branches throughout Colorado, Nevada, Utah and Wyoming.

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SOLUTIONS IMPLEMENTED

 Recruitment and Applicant Tracking System

Lack of system produces lackluster results

Recruiting top talent can be a challenge for any organization, but when your quality standards are high and you seek specialized technical skill sets, reaching, recruiting and hiring the people you need can be next to impossible. In the not so distant past, this was the situation at Littleton-based LONG Building Technologies. With busy schedules and a fast-paced work environment, Amy Smith, Human Resources Manager at LONG, knew she needed to make changes in her recruitment process. "We are always in the market to find good people," Smith said. "We had exhausted the professional networks of our current staff and had to find a way to extend our job distribution to attract the specialized talent we need. It just doesn't work to post to CareerBuilder over and over again for those positions. We needed a systematic recruitment process that would reach the right people."

Quality, consistency and compliance matter

Amy and the LONG team implemented the BirdDogHR recruitment and applicant tracking solution (ATS) and immediately things started to change. As a company supporting federal contracts, LONG works with an Affirmative Action Planning (AAP) consultant to ensure their compliance with Equal Employment Opportunity (EEO) and the Office of Federal Contract Compliance Programs (OFCCP). Using the BirdDogHR ATS makes documenting their good faith recruitment process easy. "The BirdDogHR ATS has unmatched functionality. You get exactly what you need and the system isn't bloated with complicated functionality that you will never use," Smith said. Smith continued to say that the BirdDogHR ATS is easy to use and simple to implement. With an extensive background in recruiting before she moved to an HR role, Smith envisions that recruiting is a piece of the larger HR function that she is responsible for. "The way the BirdDogHR ATS enables job distribution, recruitment and applicant tracking in a simple and straightforward manner helps me be more effective in my position."

Smith is especially excited about new ATS enhancements made over the past year. "Stage and disposition data helps our organization to be better prepared to present our information to our AAP consultant. This is significant risk avoidance for the company and a huge time-saver for me."

Recruitment provides value while being easy to use and manage

"Before using the BirdDogHR ATS, the recruitment function at LONG Building Technologies wasn't providing as much value as we do today. Managers were handling the majority of recruitment and hiring without a proven, standardized and compliant process. In addition to the automation it brings, BirdDogHR gets managers to open their minds to other candidates and creates consistency in the hiring process," said Smith. Smith goes on to note that managers' buy-in

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to the process has improved dramatically because candidate quality has improved so much. With job distribution managed by the BirdDogHR ATS candidate flow for hard to fill positions has increased significantly. "Our job distribution sources have gone up and it's been easy to get the right postings in the right places to attract the right people. We're simply more visible," said Smith. Job seeker usability and mobile access will remain important as the recruitment strategy as LONG evolves too. In closing, Smith shares that she always tells people in the industry that the BirdDogHR ATS is THE solution for quality candidates.

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BirdDogHR™ offers comprehensive talent management software and managed services — everything you need to guide the entire employee lifecycle. The cloud-based talent management system is straightforward and easy to use, so you can safely focus on implementing strategy — not learning new software or worrying it won't keep up with changing regulations. Managed services operate as an extension of your HR department and deliver the expertise and focus you need. Organizations can see ROI in effective growth management, bottom line results and compliance peace of mind. BirdDogHR specializes in high-consequence and government contracting industries because they have unique needs. Companies from other industries can use the BirdDogHR talent management solution — and they do — but the solution is built with the most rigorous compliance needs in mind.