

Beamie Awards: Customer Success Story

Wells Fargo Boosts Workplace DE&I, HR Efficiency With Innovative Technology

A leading financial institution with assets just under \$2 trillion and a global workforce of 238,000 employees, Wells Fargo wanted to create a unified talent landscape, with cutting-edge Human Resource technologies that improve the candidate and employee experience. The bank also wanted to enhance its talent pool through targeted initiatives for underrepresented groups.



CHALLENGE

Wells Fargo has 4 programs supporting its veteran hiring efforts, from 8-week internships and 2-year placements, to partnerships and initiatives that get veterans and military spouses into full-time roles.

They were struggling from a data perspective: talent data was spread out across multiple systems and locations. Wells Fargo needed a way to gain new operational efficiencies, create a unified data ecosystem to better manage talent data, and ensure that they could engage and support veterans as they transitioned to the next phase of their lives.



APPROACH

The Military Talent & Strategic Sourcing team at Wells Fargo uses Beamery in conjunction with Workday to better understand, manage and communicate with veteran talent – and track their recruitment marketing efforts.

With Beamery's 'Custom Fields' deployed in Beamery, Wells Fargo can now easily see what a candidate is interested in, what their professional experience is, where they are located, their military status, and more.

With 'Convert Flows' and custom Talent Pools, they can automatically add talent to relevant segments, whether they came in through the careers site, events, or partners.

The team uses Beamery Events to support hundreds of virtual and in-person military-related events, including those done with partners. They can track the return on investment with precision, and easily monitor each step of the application process.

Wells Fargo is also using Recipes (automations) within Beamery to ensure relevant content is shared with the people who enter each talent pool. They have set up dynamic Campaigns to nurture their leads – keeping candidates warm while sending personalized recommendations and content, at scale, with ease.

The team's approach to creating and managing Campaigns for the military team, and the way they can identify and put unique groups of job seekers into pools effortlessly, has also been adopted by the wider enterprise.

BEAMERY SOLUTIONS



**Talent
CRM**



**Talent
Marketing**



Events



**Careers
Sites**



The combination of Beamery and Workday has revolutionized how Wells Fargo identifies and engages with veterans and military spouses, tracks results, and more broadly improves the experience for candidates, TA teams and Hiring Managers.

Beamery significantly streamlines the tricky process of collecting accurate and timely information from job seekers and applicants. Candidate profiles are also now far more robust than ever before: the sourcing team can quickly and accurately determine a candidate's interest, their skill level, and their years of experience – and then quickly find and hire people for suitable positions.



"We've seen such great return on investment for this product. These tools have been a game changer really for helping our military folk find roles at Wells Fargo that best fit them."

Cameron Crossley, Data Analyst, Military Talent & Strategic Sourcing, Wells Fargo

Seamless integration with Workday has eliminated duplicative work, enabling the team to focus more on engaging with candidates and less on administrative tasks.

"I'm able to use Beamery in conjunction with Workday to really get an accurate understanding of where the military talent is, how we can seek that out better by using our Beamery profiles, and providing results back to our organizations of how our efforts are actually ending up."

Cameron Crossley

In 2024, Wells Fargo won the Beamie Award for Workplace DE&I, in recognition of its highly successful commitment to its veterans program.

700%

Increase in military job seeker flow from 2020 (pre-Beamery) to 2024 (after adoption)

300%

Improvement in ROI from in-person events, year over year.

80%

Reduction in unnecessary, manual emails

10,000+

Job seekers identified & communicated with

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