



How 5 Companies Built A More Agile Workforce

Business leaders are facing a host of challenges from tightening budgets to skills shortages. Learn how five different organizations solved their talent challenges with workforce agility.

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Consumers all around the world are feeling the pinch of high inflation, the continuing cost-of-living crisis, and a looming recession. Budgets are getting tighter and stress is high for many.

But what does that mean for businesses? Organizational leaders face a number of difficult challenges in the coming year – many of which greatly affect the HR, Talent, and People functions. And business leaders are being asked to find new efficiencies that allow them to do more with less.

If businesses want to come out of this recession stronger, it's critical that they cultivate resilience and build an agile workforce to be prepared for the next challenge. But what does that really mean?

Talent management professionals are tasked with finding ways to hire during a crisis, identify and fill ever-changing skills gaps, and retain top talent with internal mobility and development programs – all while unlocking new efficiencies. It's a tall order. But there are many companies who are already tackling these talent challenges head-on and are seeing success.

Discover how Beamery customers are utilizing technology to address their toughest talent challenges.



AstraZeneca gave recruiters new tools to attract and engage ideal candidates quickly

THE CHALLENGE

AstraZeneca, a leading healthcare organization, was faced with a set of unprecedented challenges in 2020, brought on by the COVID-19 pandemic. Being in the healthcare industry during that time meant they needed to quickly locate and hire individuals who had specific key skills – and they were facing fierce competition from other healthcare organizations trying to do the same thing at the same time.

This was no small task. AstraZeneca came to realize that they needed an innovative and future-focused partner that could help enhance their [employer brand](#) (to help attract top candidates), while also providing a positive and [personalized candidate experience](#) at every step of the way.

THE SOLUTION

AstraZeneca chose to partner with Beamery to help them attract the right talent and better manage candidate relationships. They felt the functionality gave them the right tools to make the hiring process better for their recruiters, hiring managers, and for potential employees, which ultimately helped them deliver a superior experience for patients during a time where anxieties were extraordinarily high in healthcare.

With Beamery's [CRM](#), the team was able to target candidates more effectively, allowing them to build better talent pools and pipelines with enriched data. Beamery also enabled the team to organize [events](#) and personalized outreach campaigns to attract and nurture hard-to-reach talent.

The team at AstraZeneca was able to enhance their employer brand, and build a top-notch candidate journey across all touchpoints. The new tools and insights also enabled recruiters to offer alternative roles to [unsuccessful candidates](#) – [improving productivity](#) as well as the candidate experience.

As a complex healthcare organization, AstraZeneca needed a way to connect the various aspects of their talent functions: they say they can now operate as one talent team across the globe.

“[The Talent Team] can focus on that personal relationship with the candidate... It's going to give them that extra piece that will differentiate us from our competitors.”

Maggie Spong, VP Talent Acquisition, AstraZeneca 

TAKEAWAYS:

As an employer, when you are competing for top talent with critical skills, being able to offer a superior, personalized candidate experience will help you stand out from the competition.

And when you have the right tools and tech, you are able to empower recruiters and make their jobs easier – resulting in more effective and efficient global talent strategies and processes.

[Watch the full case study.](#)



Balfour Beatty reimaged sourcing, starting with scarce skills

THE CHALLENGE

Balfour Beatty, a leading international infrastructure group, was challenged with keeping up with the increasing demand for talented professionals across the UK construction industry. The competition was tight as many companies were vying to hire from the same pool of candidates with specific skill sets and profiles.

The Balfour Beatty Resourcing team knew that if they were going to stay ahead of the competition, they would have to pivot their approach to [attracting and hiring qualified talent](#). They wanted to move away from time-consuming manual recruiting processes, reduce their reliance on external agencies, and achieve more visibility into their talent pipelines.

THE SOLUTION

The Resourcing team at Balfour Beatty first identified the 'scarce skills' job families within the business that required a more proactive approach to talent engagement and talent pipelining. These scarce skills families included: Commercial, Engineering, Planning and Project Management. They were then able to automate their processes with Beamery to create personalized, multi-touch campaigns to identify, attract and engage candidates for each of these categories of skills.

Balfour Beatty has proven they can deliver the right message, to the right people, at the right time, through Beamery's intelligent automation and Recipes functionality. This helped them achieve an average open rate of 70% and an average click-through rate of 36% across their [recruiting email campaigns](#) – far exceeding industry benchmarks.

With this automated and personalized approach, they were able to increase applications for engineering roles by 32%, and sourced 1.2K candidates for roles within the scarce skills categories.

Balfour Beatty is now able to fill permanent positions for scarce skills quicker, without needing to rely on reactive hiring or outsourcing to agencies.

“To support the growth trajectory of Balfour Beatty, we needed to shift from a reactive to a proactive hiring model – and Beamery has given us the tools to do this effectively.

Samantha Ramsay, UK Head of Resourcing, **Balfour Beatty**

TAKEAWAYS:

Talent leaders need to take a proactive approach to understanding the skills gaps and most in-demand skills across their organizations to ensure business continuity and to build talent acquisition strategies that can adapt to changing business demands.

In a highly competitive talent market, a personalized candidate experience can go a long way to help you attract top talent fast, and stand out in candidates' minds (compared to competing organizations).

[Read the full case study.](#)



A leading tech company deployed a smart career pathing solution

THE CHALLENGE

At one leading tech company, the Customer Support team made up roughly a third of their total employees. This large group was also the most diverse in the company in terms of race and gender. Despite management's focus and investment in training programs, this team also happened to have the highest turnover rate in the business. Employees who left the Customer Support team cited the "lack of career opportunity" as their number one reason for leaving.

The client organization had identified several other internal teams (i.e. Operations) who had high work demand that was not being met through external recruiting alone. The client wanted to establish visible career paths from Customer Support to other teams in the organization. If individuals who are unhappy or disengaged on the Customer Support team could see other career paths they could potentially enjoy within the organization, the client knew this would help with their other main goal – to reduce attrition rates.

THE SOLUTION

After just two weeks of initial setup, Beamery's career pathway dataset was leveraged and connected to existing jobs as well as employees who had made those moves. The client then had the ability to highlight career paths within the platform and show those paths to teams that were understaffed and could benefit from more internal hiring. Applicants were then automatically submitted into existing hiring flows in their ATS.

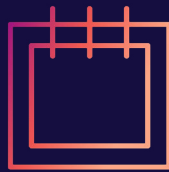
The new career pathing solution yielded impressive results, [boosting retention](#), reducing time to fill, and improving the overall [employee experience](#) for the client. 92% of employees who logged in to the tool reported confidence in their ability to navigate their own careers. Several teams within the company reduced time to fill by 30+ days, by leveraging internal hires from the Customer Support team.

Employees also found new channels to connect with one another for advice, and to view examples of others who already made internal moves (that were not visible to them previously). Sentiment was measured following the implementation, which indicated a significant increase in intent to stay, as well as improvements in employees' perceptions in terms of mapping their career.

KEY RESULTS:



92% of employees reported confidence in their ability to navigate their career



Reduced time to fill by **30+** days thanks to increased internal mobility



Increased intent to stay

TAKEAWAYS:

Internal mobility is a secret weapon for talent teams (especially during a season of high turn-over). Not only can a well thought-out internal mobility strategy help organizations fill openings quickly with internal employees, but it also helps to re-engage employees who are either participating in the 'quiet quitting' trend, are planning to leave the organization altogether, or are just generally disengaged.

Giving employees the power to take charge of their own career path makes them more likely to stay and empowers them at the same time – a true win-win for the employer and the employee.

And through reducing time to fill and hiring internal candidates, talent leaders can also reduce costs in the HR function, which is of critical importance during an economic downturn.

[Read the full case study.](#)

VMware unlocked efficiencies in their recruiting process

THE CHALLENGE

At VMware, a leading software company, candidates were faced with a complicated and lengthy search to locate relevant job openings at the company, and they were often sent communications that were not relevant to their interests or skills.

Meanwhile, their recruiters were spending most of the initial call with candidates describing the company culture to the applicant (rather than sharing important details about the role they applied for). The team at VMware had to use lengthy search strings to locate desired talent as well, and they were receiving applications that were not related to assigned job openings. All of this led to the search for an automated solution to improve the experience for both potential candidates, applicants and recruiting team members.

THE SOLUTION

VMware started working with Beamery to automate more of the work involved in creating talent communities. With Beamery, they set up comprehensive filters to sort talent by skill set, geographic location, and experience level. They were then able to quickly and consistently assign passive prospects, silver medalists, and active candidates into appropriate Talent Pools using automation.

With this new approach to talent acquisition – featuring automated processes and highly engaged Talent Pools – VMware was able to use targeted recruitment campaigns to build a [talent pipeline](#) full of qualified candidates faster than ever before.

The new tools supported their recruiters and improved overall efficiency. Recruiters can now run more expedient searches for qualified passive talent and they can access an applicant pool more aligned to each specific job opening. Most importantly, the team also has more time to spend on building relationships with the candidates.

KEY RESULTS:



Converted **3,819** passive prospects into active candidates



Reduced average time to open a campaign message to just **21.5** hours



Saved **6,819** hours of recruiter time



Saved **~\$241,185** in terms of recruiter productivity

TAKEAWAYS:

VMware approached their talent challenges with a “no candidate left behind” mindset. They wanted to find a way to reliably identify the right candidates who had the key skills they needed at scale, while streamlining the sourcing and hiring processes and increasing recruiter efficiency.

The great success that VMware has seen internally is due (in part) to the investment they made in automating aspects of their recruiting process that used to be done manually. When they introduced automation in the talent function, they saved thousands of hours of recruiter time – saving the organization a great deal of money.

When recruiters have access to the technology and tools to make their jobs easier, they are able to do their jobs better, hire more efficiently and focus on what’s most important – building relationships with your ideal candidates.

[Read the full case study.](#)



EisnerAmper found efficient ways to get a holistic view of talent

THE CHALLENGE

EisnerAmper is one of the largest business consulting firms in the world. A core focus for the EisnerAmper team was to invest in the right technology to help them build robust talent communities and also to give their talent teams the ability to easily re-engage past talent.

Like many organizations, they had already invested in an Applicant Tracking System (ATS) to help lay the foundation for their hiring workflows, but they lacked a [Talent Lifecycle Management](#) suite that could give their Talent Acquisition team the insights they needed to be most effective across the entire candidate lifecycle.

EisnerAmper's Talent Acquisition team uses Workday globally and they hoped to find a robust [talent CRM](#) that would be able to fully integrate with Workday – to best support their Recruiting team from the very beginning of the talent lifecycle, all the way to the very end.

THE SOLUTION

The EisnerAmper team needed to devise a fail-proof implementation plan that was different from other implementations, and one that was built to set their team up for long-term, scalable success. With Beamery, they would be adding ancillary technology into their existing tech stack and wanted to make sure they considered their employees as a critical ingredient for success.

By choosing to implement Beamery in critical stages that aligned to their organizational goals, EisnerAmper created a base configuration that set them up to build and grow over time.

With Beamery's intelligent CRM and [Career Site](#) functionality, EisnerAmper could equip their Talent Acquisition team to meet hiring expectations and they were even able to exceed the goals of their growing organization.

Their approach to the implementation was frictionless and undertaken in a way that allows their Talent Acquisition team to grow into Beamery. In addition to their stellar utilization and adoption rates, their team worked efficiently on employee enablement, training, and integration awareness.

“Beamery was the clear choice for EisnerAmper due to its close connection with Workday (our system workhorse), Beamery's strong capabilities, and the team that was involved from start to finish... nothing but the best.

Joseph R Mazzo, HRIT Director, **EISNERAMPER**

TAKEAWAYS:

When selecting a new product to add to your existing tech stack, consider how the new tool will communicate across your other systems, (like your ATS) and integrate with other key programs (like Workday). Having this functionality helps talent leaders set their sourcers and recruiters up for long-term success, giving the internal team and candidates the best possible experience.

If you want to see quick wins and receive a positive return on your technology investments, it's crucial that you take great care during the planning and implementation processes. With a well-executed implementation and high internal adoption rates, talent leaders can achieve results quickly.

[Read the full case study.](#)



Conclusion

Each of these customer success stories demonstrate what talent leaders are up against. Employers are competing for skilled talent, but they have the opportunity to differentiate themselves from the competition – by joining up their insights, using the common language of skills, and providing superior candidate experiences.

Organizations can see great success when they switch their mindset from a reactive hiring approach to a proactive one that puts skills and the candidates first. Businesses that are facing high attrition can provide disengaged employees with internal career growth and development opportunities. When recruiters are given tools to make their jobs easier, save time and money, and hire efficiently, the organization can enjoy the benefits that come with having a more agile workforce.

Working towards a more agile approach to talent management can help organizations come out of this economic downturn stronger, and be much better prepared for the seasons ahead – whatever they may bring.

With the right tools, tech and insights, building a more agile talent strategy becomes achievable, to ultimately support talent teams, existing employees, candidates, and sustainable, organizational growth.

[Learn more about how Beamery can help organizations create an agile workforce during times of uncertainty.](#)

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