Cyber Recruiter helps Sertoma Centre recruit, hire and retain the best

Sertoma Centre, Inc. has been providing vital services to individuals with developmental, physical, emotional disabilities or mental illness for more than 45 years. The organization runs 10 group homes, provides developmental and occupational training, mental health counseling, autism services and much more. With nearly 400 employees working in offices, facilities and in the field across the south Chicago metropolitan area, it is a complex and distributed operation that until recently was difficult to keep fully staffed. Since Sertoma Centre selected Cyber Recruiter as its applicant tracking solution, the organization is saving time, saving money, filling positions faster, and providing a better applicant experience that attracts new hires.

Paper system complicates hiring

"Our workforce is very diverse, including entry level positions through mental health professionals," explains Linda Renardo, Director of Human Resources for Sertoma Centre. "As is true in most nonprofit organizations, the wages can be low and we experience a high turnover rate – approaching 25 percent. Filling the 70 to 80 open positions each year was a labor and paper intensive process until Cyber Recruiter."

Renardo describes the process as primarily paper based, where each resume or application was printed and routed manually throughout the organization. "Those applicants that we wanted to pursue had their applications routed in an inter-office mail envelope, and the others were stacked for filing. At any point in the process, we had no visibility into how many applicants for a particular position we had, or where in the cycle the applications were. There was a constant concern about something getting lost or overlooked, and you can imagine how difficult it would have been to prove compliance should we have been audited."

Right functionality at the right price

Sertoma Centre selected Cyber Recruiter for the solution's unique combination of a comprehensive feature set at a highly-competitive price.

Since its implementation, Cyber Recruiter has revolutionized the applicant tracking process for Sertoma Centre, delivering time and cost-saving benefits, and promoting a respectful candidate experience.

Paperless delivers time and cost savings

Cyber Recruiter has dramatically cut the time the organization spends on recruiting and hiring. Under-qualified applicants are screened out automatically, allowing staff to focus on screening only qualified personnel. Resumes and applications are automatically routed to the appropriate reviewers, according to rules configured in Cyber Recruiter. Automated alerts prompt reviewers to keep the process moving, and reports and queries deliver unprecedented visibility into the entire process.

An unexpected benefit of Cyber Recruiter has been a tremendous savings in supply costs and related expenses. "We have effectively moved to a paperless recruiting system," Renardo says. "Since implementing Cyber Recruiter, we have processed 16,000 applicants. That's a minimum of 50,000 sheets of paper we haven't printed, haven't run through the copy machine and haven't filed. It represents a significant savings in both material costs, storage space and the time spent filing and retrieving documents."

Many of the positions with Sertoma Centre require background checks and other pre-employment forms. Now those forms are delivered automatically to applicants by Cyber Recruiter, saving time and effort on the staff, and speeding the hiring cycle by allowing the applicant to bring completed documents to the interview.

visibility software

cyber recruiter

Promoting sharing and collaboration

The organization conducts many team interviews, and Renardo loves the feature in Cyber Recruiter that allows them to upload the interview questionnaire to the system for each interviewer to review and append.

Other screening interviews are performed over the phone by a third-party recruiter. Sertoma Centre can share temporary access to the software with the recruiter, where they will find an interview template and notes section for recording the results of the interview. "This scenario works very well for us when screening for our highest turnover positions," explains Renardo. "The hiring manager can easily review the notes from the interview and make the decision whether to move forward. It saves us a lot of time and effort."

Documenting compliance

Compliance with employment mandates such as the Equal Employment Opportunity (EEO) act is a concern for every employer. By using Cyber Recruiter as its applicant tracking solution, Sertoma Centre has a built-in compliance tracking tool. "Fortunately, we haven't had to deal with an EEO case or audit, but I'm confident that with Cyber Recruiter, we have the necessary documentation at our fingertips," says Renardo.

Improving candidate experience

Another less tangible, but no less valuable benefit of the solution is the improved candidate experience Renardo says the organization now provides its applicants. "Cyber Recruiter allows us to communicate automatically with our applicants at every step in the process, keeping them informed of what's happening. This is something we simply did not have the time or resources for before. We have created a number of email templates that are sent out as a resume is received and when the position is filled, and other milestones appropriate for the position. I truly believe that this respectful treatment of our applicants is appreciated, as many individuals reapply to other positions later on."

"We are very pleased with Cyber Recruiter," concludes Renardo. "Our people love it and our applicants appreciate it. It was a good move for Sertoma Centre."

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Linda Renardo, Director of HR, Sertoma Centre, Inc.

Connect with Visibility Software

Click here to learn more about the benefits of Cyber Recruiter

800.914.9594
info@visibilitysoftware.com
www.visibilitysoftware.com