

Cyber Recruiter
Dramatically
Improved
Recruiting, Hiring,
and Retaining the
Best Talent



"Discovering the Potential in All of Us"

Founded: 1978

Nonprofit Focus: Community Mental Health
Counseling & Intellectual and Development
Disabilities

Number of Employees: 288

Visibility Software customer since 2011



The Customer

Sertoma Centre, Inc. is a nonprofit organization that has provided vital services to individuals with developmental, physical, and emotional disabilities or mental illness for more than 45 years. With ten group homes, developmental and occupational training, mental health, services, and nearly 400 employees working 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 and money, filling positions faster, and providing a better candidate and applicant experience that attracts top new hires.

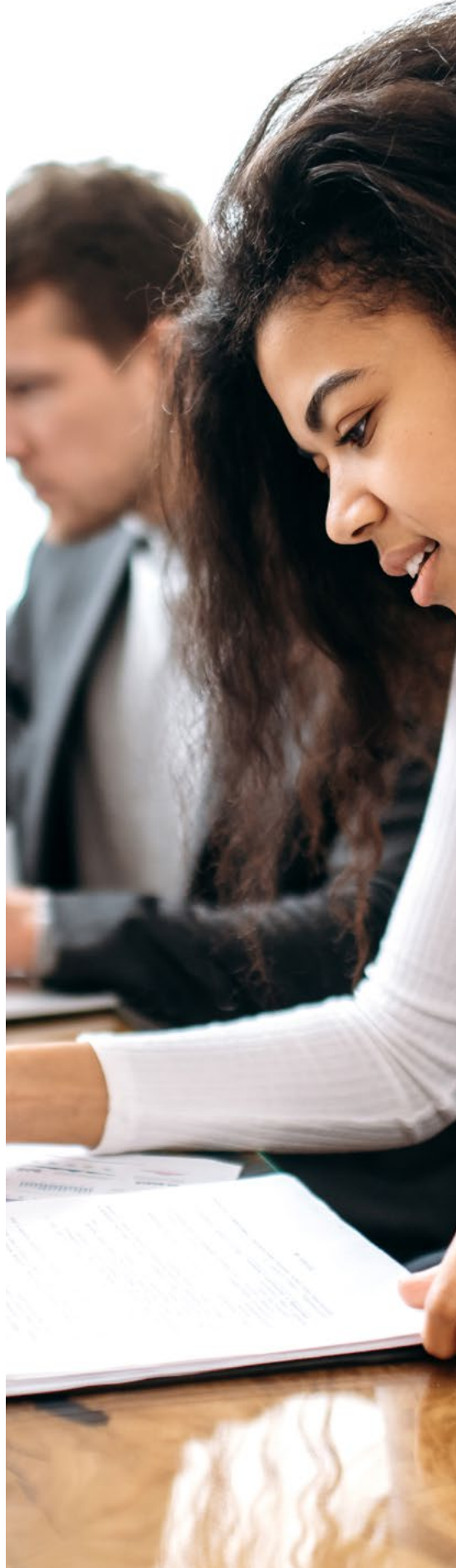
Inefficient Recruiting Process Complicates Hiring

“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 we started using Cyber Recruiter.”

Renardo describes the previous process as paper-based, where each resume or application was printed and routed manually throughout the organization. “Those applicants 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.”





The Right Solution to Improve Our Talent Outcomes

Sertoma Centre selected Cyber Recruiter to help them attract and hire high-performing talent to carry out their mission. Since its implementation, Cyber Recruiter has revolutionized the talent acquisition process for Sertoma Centre. They have accelerated their recruiting flow and time to hire, improved their applicant and candidate experience, and have greater insight into the recruiting and onboarding processes.

Cyber Recruiter has dramatically cut the organization's time spent on recruiting and hiring. Underqualified applicants are screened out automatically, allowing staff to focus on screening only qualified personnel. 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 dashboards deliver unprecedented insights into the entire recruiting process.

Time and Cost Savings Delivers ROI

An unexpected benefit has been 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 significant savings in material costs, storage space, and time spent filing and retrieving documents."

Many positions with Sertoma Centre require background checks and other pre-employment forms. Now Cyber Recruiter automates the process, delivering forms to applicants, saving staff time and effort, and accelerating the hiring cycle by allowing the applicant to bring completed documents to the interview.





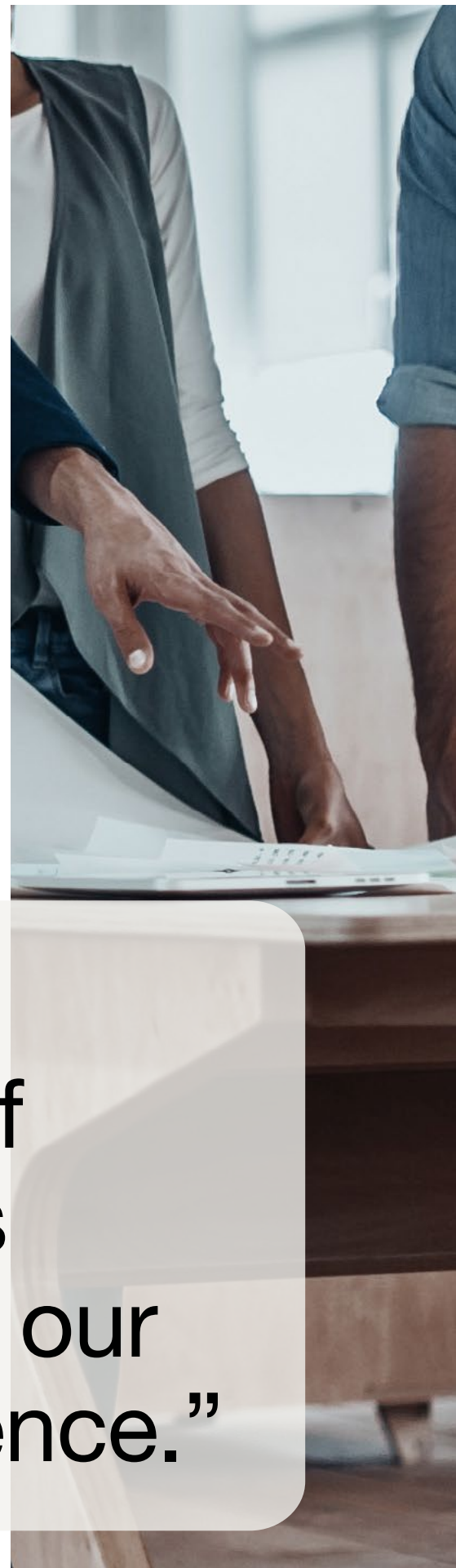
Improve Team Communications and Collaboration

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 interview results. “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 decide 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. 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.

“An incredibly valuable benefit of Cyber Recruiter is how it’s improved our candidate experience.”





Improving our Candidate Experience

An incredibly valuable benefit of Cyber Recruiter is how it's improved our 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. A capability that we did not have the time or resources to do 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."

We understand today's HR leaders carry a heavy load. We've spent 20+ years helping nonprofits like you improve recruiting, onboarding, and training management outcomes through process engineering combined with great HR tech.

Next Steps

1. [Let's Supercharge your Talent Strategy](#)
2. [Schedule Your Quick-start Project](#)

1-800-914-9594
www.visibilitysoftware.com
sales@visibilitysoftware.com