

Destination Hotels, a Paragon of Service in the Hospitality Industry, Finds Perfect Match in SonicRecruit for its Applicant Tracking Automation Needs

Destination Hotels & Resorts, the nation's fourth largest hospitality management company, succeeds in providing the highest standards of service and luxury to its guests around the country. That is why Destination chose to partner with SonicRecruit for recruitment automation. SonicRecruit is a perfect complement to Destination's reputation with its custom applications, highly configurable user interface, and superb service. Together, SonicRecruit and Destination have launched a successful "Career Concierge" and applicant tracking system for the hospitality company's network of 30 hotels and resorts, attracting the high quality talent Destination demands and providing a streamlined, expedient hiring process for Destination's human resources department.

The Challenge

Robert Mellwig, AVP of Recruitment and Organizational Development for Destination Hotels, has led human resources teams throughout the hospitality industry to success in recruitment and organizational policy. At Destination, he knew he needed the highest caliber applicants with decreased time-to-fill, a quick implementation, and a flexible system to meet their evolutionary needs. SonicRecruit was the clear choice for helping his organization get there. With well over two hundred job openings for both hourly and professional positions throughout its widespread properties from New York to San Francisco and Maui to Jackson Hole, Destination needed an expedient way to post jobs and efficiently search for candidates. As a luxury stay provider, they also needed to ensure that the image reflected in their branding would entice the best applicants.

The Solution

SonicRecruit provided the perfect solution with its wholly customized career center design. "We saw many 'vanilla' options from other providers, but SonicRecruit was the only one who would provide the level of customization we needed from a marketing perspective," said Robert Mellwig. Once he knew they would be attracting the best applicants with a stylish, customized, easy-to-search site, Robert was excited about SonicRecruit's ability to organize and facilitate the recruiting process for numerous locations, recruiters, and hiring managers.

"The key issue in usability for us was flexibility. SonicRecruit is easy to design and configure. We have a variety of job types, from housekeeping to VP's, and SonicRecruit allows us to design our own program to meet our varied needs," says Robert Mellwig. SonicRecruit's configurable data fields and ad-hoc reporting tools helped Destination automate a decentralized recruiting process and save an inordinate amount of time and money. The AVP elaborates, "We now spend our time talking to qualified candidates. SonicRecruit helped us cut out non-value added activity like sorting through paper, reviewing emails, and contacting unqualified applicants." Historical data, candidate searches, EEO reports, and much more are now built with one mouse click in SonicRecruit instead of working with manual data entry and spreadsheet configuration.

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Benefit #1:

A One Month Return

SonicRecruit succeeds in providing a measurable return on investment to its clients with a quick turn-around. When Destination evaluated systems, financial return was a key concern. Any time new technology is introduced, you have to ask yourself how it will affect the bottom line. And that is the main reason Destination chose SonicRecruit. Before the system's implementation, Robert Mellwig saw 80 to 90 percent of their candidates on paper applications versus 10 to 20 percent electronically. In only two weeks after using SonicRecruit, that ratio was reversed, allowing recruiters to perform searches in seconds rather than hours or days. Jobs could be posted in minutes, the custom Career Concierge attracted great candidates, contact was made with stellar applicants immediately, and reports could be delivered with one click. The financial return in labor savings alone was recognized in less than one month. The long-term gains in accurate reporting, sourcing, and high-caliber hiring are exponential through the use of SonicRecruit.

Benefit #2:

Fast and Effective Implementation (Under 30 Days)

One major contributor to the quick return on investment is SonicRecruit's implementation process. When an organization implements new technology, there is some trepidation about the labor of implementation and then how it will actually be used. With SonicRecruit's organized implementation, flexible system, and proactive service, Robert Mellwig boasts that the company "SonicRecruit more than met my expectations through a quick and effective implementation which included a consultative approach." SonicRecruit assigns an implementation consultant with recruiting experience to fully understand the client's needs and process. The implementation schedule is then clearly documented, and followed, with recommendations along the way from the client's consultant. Destination Hotels was ready to go in fewer than 30 days. With training also included in the implementation, Destination's users launched use of the system immediately, seeing increase in efficiency and effectiveness within the recruiting process in less than a month after their decision to partner with SonicRecruit.

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Benefit #3:

Personalized, Proactive Service

SonicRecruit is not finished once the system is implemented and rolled out to over 60 HR users and hiring managers. Clients are SonicRecruit's number one focus and it showed from day one in their partnership with Destination Hotels. According to Robert Mellwig, "This was a large scale project that was completed very expediently and our recruiters and managers were more than pleased by the service from SonicRecruit. I've received nothing but positive feedback from the recruiters regarding the service at SonicRecruit. All of the users' questions were answered fully and immediately by SonicRecruit's team." SonicRecruit offers what many competitors do not; a personalized, proactive approach. They assign a key account manager who understands the specific needs of their clients and provide two-way communication. Instead of waiting for clients to contact them, SonicRecruit reaches out to ensure that users are getting full benefits according to their needs, making suggestions on usage from custom reporting, to how to configure fields to capture optimum information.

Benefit #4:

A Culture of Flexibility

Successful businesses are constantly evolving, adapting to changing market needs and preparing for growth. As a premier caterer of luxury and upscale accommodations, no organization knows this as well as Destination Hotels. Robert Mellwig was satisfied that SonicRecruit would meet their expectations early in the relationship: "We needed a partnership that allowed us to meet all of the changing demands of our market and our clients. We especially needed flexibility between all of our different locations and distinct hiring needs, which only SonicRecruit could provide. In fact, the company proved this during the sales process when we asked to meet with an executive. He rearranged his hectic travel schedule to meet us at our corporate office the next day. We knew then that they were flexible and committed and they have followed through ever since."

About SonicRecruit

SonicRecruit delivers a dynamic web-based Applicant Tracking System, primarily focusing on the mid market, yet scalable enough to satisfy Fortune 500 clients. This flexible design includes features such as Automated Requisition Approval, Hiring Manager Self-Service, Vendor Management Portal, Custom Career Site Integration, and Ad Hoc Reporting in order to automate and refine the hiring process. For additional information please see their website at www.sonicrecruit.com

About Destination Hotels & Resorts

Destination Hotels & Resorts is a privately held lodging management company located in Englewood, Colo. With 30 independent, luxury and upscale hotels, resorts and golf clubs. The company's portfolio features more than 7,500 guest rooms, 17 golf courses and eight full-service spas. DH&R properties are located in key metropolitan and resort markets including New York, San Francisco, Washington, D.C., Chicago, Denver, Dallas, Boston, San Diego, Aspen, Phoenix, Jackson Hole, Maui and Lake Tahoe. Destination Hotels & Resorts also provides consumers with access to a unique collection of lodging properties in the United Kingdom through a sales and marketing alliance with the De Vere Hotel Group PLC. This partnership extends the reach of DH&R to the U.K. with a partner who offers a similar portfolio of distinctive hotels and resorts. For more information on the properties in the Destination Hotels & Resorts collection or the De Vere alliance, please visit www.destinationhotels.com.