

**Still looking for a talent management system that will provide you with a plethora of business processes, product flexibility and outstanding customer service all for a competitive price? Mazda North American Operations found their solution with SonicRecruit!**

Michelle Hogue, Senior HR Business Partner at Mazda, indicates that prior to implementing SonicRecruit, Mazda North America was processing, screening and tracking all of their applicants manually via an Outlook email account. “Based on the position posted, at times we would receive up to 200 applications per job posting. Our recruiters would need to print out all of these resumes, manually screen them for content and then determine from there who to interview,” says Michelle.

This process caused many problems besides the obvious length in time to fill positions. In addition, they had no way to effectively track or maintain their applicant pool and executives were looking for reports to ensure that the Company kept within the guidelines for their corporate wide diversity awareness program. With the current business processes (or lack thereof) it took a great deal of time to produce these reports and they weren’t always accurate since the integrity of the data could not be relied upon.

#### **Finding the right solution**

Since Mazda had just completed the implementation of some new HR business processes the previous year, it was important to them that whatever talent management system they choose it needed to seamlessly “fit” into their current business practices. Other criteria under consideration included ease of use and a positive cost/benefit analysis.

During the vendor selection process Mazda evaluated four talent management vendors. SonicRecruit was the clear leader for both ease of use and the cost/benefit analysis. Mazda discovered during this process that SonicRecruit offered some other functionality that appealed to them as well, such as built in integration to job boards via cross posting functionality, the ability to create an unlimited amount of ad hoc reports, and because of a clever use of off/on switches, the product was easy to configure which therefore extended its life. “Once we realized that HR would not need to rely on our IT department to make most of our configuration changes, it made selecting SonicRecruit even an easier decision,” says Michelle.

Whenever organizations are evaluating new software solutions, best practices should include a rating in this area. SonicRecruit being able to easily adjust their system as the customer’s needs change is a solid strategy. Promoting system fit with recruiting processes helps ensure customer satisfaction.

#### **After the first year**

Mazda has found SonicRecruit’s application has exceeded their expectations and they’re still learning new efficiencies every day. Their approach to training has been to rollout the application to their Hiring Managers as required. Michelle Hogue indicated that some of their Hiring Managers do not participate in the hiring process very often; therefore, to train them in the application early on would not be effective. “We’ve found that by having our HR Business Partners walk through the business process with them at the time a job is being requested to be filled has worked out much better for them.”

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#### **Recognized benefits to date**

“I can’t believe how quickly we have seen the return on our investment,” says Michelle Hogue. “I’ve worked with many different ATS systems over the years and this was one of the most successful implementations I’ve been involved in. SonicRecruit has the most outstanding customer service I have ever come across. We (Mazda) had quite a few specific requirements that SonicRecruit didn’t provide ‘out of the box’, but they were more than willing to work with us to come up with a solution. This was done either by customizing our solution or adding functionality to benefit all of their (SonicRecruit’s) customers.” Michelle also indicated that anytime she calls SonicRecruit to address a question she receives a returned call within \_ hour and the person returning the call always has the correct answer. “I couldn’t be happier with our decision to select SonicRecruit as our Talent Management vendor.”

*"You pay for a great product and service,  
not company overhead."*

*Quote from the SonicRecruit evaluation as shown in the 2003 Talent Management Vendors Buyer's Guide.*

### **Benefit #1**

#### **Improved Business Processes**

One of the biggest headaches that Mazda faced on a daily basis was tracking their internal and external applicants as two separate business processes. Mazda's policy asks that internal applicants receive permission from their current manager prior to applying for other positions within the organization. Before implementing SonicRecruit this process was done manually via a piece of paper that was attached to the employees' resume at the time they applied for any given position. External applicants continued to come into the organization via the Outlook inbox, and so were minimally tracked. You had two completely separate business processes for internal and external applicants. "This was not an efficient process since we weren't able to identify if a internal employee had applied for one or more vacancies within the organization at any one time," says Michelle. By utilizing SonicRecruit's auto approval process Mazda is now able to have one business process for all of their applicants. "This allows us to track all of our internal and external applicants in one spot, which is a huge time saver. We are also able to now identify internal applicants that are looking to make a move within the organization or even problem areas within a specific department if we start to see a pattern of multiple applicants applying to make a move out of a specific department," indicates Michelle.

### **Benefit #2**

#### **Posting Vacancies to Job Boards**

Following Mazda's manual business process, postings for job boards were processed once per week with a cut-off date. This meant that if a hiring manager had a vacancy come up near the end of the week they were forced to wait until the following week to have the job posted to the general public. This was frustrating and again held up the process for filling vacancies. Using SonicRecruit's built in cross-post functionality Mazda now has the ability to post vacancies to multiple job boards on an as and when required basis.

"Our hiring managers love this feature. They found it very frustrating to have to wait up to one week to see their vacancy posted. We are now able to provide better customer service to our clients since implementing SonicRecruit," says Michelle.

### **Benefit #3**

#### **Pre-Screening Questions**

This feature has become a huge time saver for the recruiters within Mazda. With some of their job postings receiving up to 200 applicants, screening each resume manually was a daunting task. Being able to determine pre-screening questions and then associating them to a job requisition up front provides applicants with an opportunity to self-screen for the position. The really nice benefit of this feature is SonicRecruit enables you to build your own library of questions that can be associated to future job requisitions. This means that you don't have to re-type your pre-screening questions every time you wish to utilize the feature. You can also categorize the questions into various job functions. Michelle indicates, "Our recruiters love the fact that the system provides the candidates answers to the questions by percentage – this is a huge win for us!"

### **Benefit #4**

#### **Delivered Reports & Data Integrity**

By implementing SonicRecruit and utilizing their many built in reports as well as the easy to use Ad Hoc query functions, Human Resources is able to track the metrics and determine how well they are meeting their diversity targets. "The ability for HR to report on diverse candidates and diverse hires has dramatically improved since SonicRecruit. A once manual process is now automated and reports can be run with a click or a couple keyboard strokes. SonicRecruit has also brought a more efficient way to track our diversity hires," indicates Michelle.

### **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 to automate and refine the hiring process. For additional information please see their website at [www.sonicrecruit.com](http://www.sonicrecruit.com)

### **About the Author**

Teresa Emery, the owner of Unity Consulting has been working within the HR industry for over 15 years both within the USA and Canada. She specializes in areas such as sales strategy, business marketing and organizational development. Her background includes a lengthy career at PeopleSoft, Inc. as well as independent consulting work for a variety of software vendors within the talent management and workforce management industry. She can be reached at [teresa@unityconsulting.biz](mailto:teresa@unityconsulting.biz)