



## SonicRecruit Provides Limitless Solution for Coca-Cola Bottling Co. Consolidated

### Background

With 6,000 employees, over 120 management, professional and hourly positions open at any one time, and a team of recruiters and managers spread over 12 states, Coca-Cola Bottling Co. Consolidated needed a way to streamline its recruiting process from a manual, paper-based system to an easy-to-use automated process. Before implementing SonicRecruit, Excel spreadsheets, full email folders and stuffed file drawers were the only tools used in the recruiting efforts. With a global reputation for excellence, they had a significant applicant pool for both exempt and non-exempt positions without a consistent means of managing the overall recruiting process. Although they were recruiting high-quality candidates that met their standards, the process itself was time-consuming, and overseeing the operation was quite a challenge.

### Challenges and Concerns

#### 1. Information Sharing

Sharing candidates, faxing, email forwarding, updating spreadsheets and handling multiple records needed to be easier. Who has done what? Who has this person seen? Where is this candidate in the process? Who is keeping up with the best applicants? Hiring managers and recruiters were duplicating efforts by re-entering information, contacting applicants by phone and email, not tracking tasks, and poor communications. There was no capability for on-demand executive overviews for insight into process, performance, and organization. Tracking exchanges among all departments and human resources was difficult. Sifting through applications and resumes to get to the best candidates in time was a hurdle to overcome. With 30 HR team members and over 40 hiring managers involved in the process, communications were impossible to track and metrics were difficult to gather.

#### 2. Image and Branding

You don't have to be a marketing executive to know how important image and branding are to the soft-drink giant. It was imperative that the Coca-Cola brand, not that of the applicant tracking company, was the foremost image in the mind of the applicant as they viewed and applied for jobs. A seamless experience for the applicant was essential.

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#### 3. Flexibility

Entering into a partnership with a provider who did not allow for changes in process was a dangerous consideration. Since Coca-Cola Bottling Co. Consolidated was entering into recruitment automation for the first time, they needed to ensure they would have the power to adapt their system to meet changing needs and growth.

#### 4. Return on Investment

Coca-Cola Bottling Co. Consolidated needed to make sure their decision would positively affect the bottom line within a short time-period. They needed to know they were partnering with a company that would provide the enterprise-level support and functionality they required and offer a reasonable price that would provide foreseeable returns for Coca-Cola Bottling Co. Consolidated.

### Solutions from SonicRecruit

#### 1. Streamlined Information Sharing

Using SonicRecruit, recruiters and hiring managers can now share applicants, make notes that are tracked, send candidates back and forth with a one-look view all activity associated with that applicant. Auto-approval processes are implemented for jobs and candidates that allow them to know procedure is followed and that critical information is seen by the appropriate person. Human Resources and department managers can depend on a system that allows them to focus on the job of hiring, rather than the administration of process.

#### 2. Customized Applicant Experience

SonicRecruit's ability to design a custom career site that reflected exactly the image that Coke Consolidated has projected to the world was just one reason for choosing the custom solution. In conjunction with branding, SonicRecruit was able to create a detailed on-line application page that mimicked the company's existing paper version. According to Diane Ellis, "We needed to continue to capture important details that are different for each type of position and SonicRecruit helped us do just that. The only difference is that now it is much easier to find the information!"

### 3. Configurability

SonicRecruit offers a great comfort to clients with its flexibility. Fields are easy to add and edit, enabling the solution to grow with companies and adapt to their particular needs. "In the beginning, we used the configuration section a lot. Changing and adding fields, developing questions, using automation tools. Implementing a system for the first time can be a daunting task, but with the flexibility of SonicRecruit, we didn't have to worry that our process couldn't be changed. If we changed our minds or altered our process, SonicRecruit allowed us to do it easily," remarked Diane.

### 4. Cost

"We were very pleased with the value SonicRecruit offered for an organization our size, with our demands," said Ms. Ellis. Compared to the other ATS providers capable of handling complex organizational procedures, SonicRecruit offered the best price-value ratio for Coca-Cola Bottling Co. Consolidated to see early returns on their investment.

### 5. Support

SonicRecruit's support process is pro-active, personal, and always top-tier. Service is an important part of the package at SonicRecruit, without additional fees, tiers, or choices in service levels. Every customer receives the best. Having a key contact who knows your business, consults with you on process, and stays with the customer through to service was a comfort to Coca-Cola Bottling Co. Consolidated. The training included and continued support allowed users to adopt the system quickly and painlessly, increasing the immediate benefits of the system to the company. When asked how she would rank SonicRecruit's support services compared to the many other solution providers she has known professionally, Diane gave them a 9 + on a scale of 1 to 10. "The SonicRecruit representatives have been great. They are excellent about follow-up, getting back to me, professionalism, and their approach. Their program skills and recruiting knowledge put them at the very top," says Diane.

## Benefits

### 1. Recruitment Insight

Diane's experience with the system as Talent Acquisition Manager says it best, "As recruiting lead, I have more enterprise-wide insight into recruiting efforts. With three different divisions, I didn't always know the details of what was happening. Now, I can drill down to information immediately and improvements follow with the ability to manage process. Recruiters are also more focused on time-to-fill metrics as a result."

### 2. Improved Time-to-fill

Recruiters are more aware of time to fill now that it is so easily tracked. They also have a solution for speeding up the process, whereas previously, time to fill was merely a

source of stress which can often create only confusion and mistakes trying to rush a job. Communication among departments is simpler now, making an organized recruiting process easy. Talent agents share candidates among people in different departments, communicate with applicants more easily, and move them through the process more quickly. According to Diane, "Our time-to-fill has improved markedly without losing quality in our hires."

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### 3. Quality Hiring

SonicRecruit has enabled Coca-Cola Bottling Co. Consolidated to focus on quality applicants. Using unique pre-screening questions for every job that show a ranking for each candidate based on answers, Coca-Cola Bottling Co. Consolidated is able to get to the best people for the job immediately. This affects not only the expediency of filling positions, but also dramatically cuts down on individual recruiter time in phone screens, email follow-up, etc. They are able to reach out to the most highly qualified applicants before someone else does and move them immediately through the hiring process. As a result, both their hourly and professional employees are highly qualified, productive additions to the Coca-Cola Bottling Co. Consolidated team.

### About Coca-Cola Bottling Co. Consolidated:

Coca-Cola Bottling Co. Consolidated is the nation's second largest Coca-Cola bottler. Headquartered in Charlotte, NC, the Company has been refreshing thirsty consumers for more than 100 years.

### 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](http://www.sonicrecruit.com)