



## OSRAM SYLVANIA Shines a Light on Their Recruiting Efforts with “Robustly Configurable” SonicRecruit

For over 100 years Sylvania has provided lighting solutions in homes, businesses and institutions, automobiles and a broad range of specialty applications. As the North American operation of the international lighting company, OSRAM GmbH, OSRAM SYLVANIA is a manufacturing powerhouse employing 11,000 people in over 26 locations.

Manufacturing organizations succeed or fail by the effectiveness of their processes, so when the lighting company identified their recruiting process was costing them unnecessary time and money, they launched a study to fully define the issues and ensure they took the right steps to improve.

OSRAM SYLVANIA was much like many other companies in that they were gathering email resumes from their web site and various job boards, then cutting, pasting and forwarding them to hiring managers. Further, the company did not have a standard process across their 26 remote locations throughout North America. As a government contractor, they were subject to Office of Federal Contract and Compliance Program’s Internet Applicant guidelines that were nearly impossible to meet without some form of technology.

“Our task force found that we were spending 6-10 hours per recruiter per week on JUST cutting, pasting and forwarding,” says Maureen Crawford Hentz, OSRAM SYLVANIA Manager of Talent Acquisition. The task was to streamline their processes and provide a common structure for all 26 company locations and incorporate external staffing vendors to effectively source and hire great employees.

### System Selection

“We spent 13 months analyzing our processes and sourcing a talent acquisition system vendor,” says

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Crawford Hentz. The OSRAM SYLVANIA task force looked at every single top tier vendor out there and narrowed it down to six finalists, including Vurv, Authoria and Cytiva’s SonicRecruit, among others.

All finalists went through a rigorous vetting process and SonicRecruit was ultimately chosen above all others. Crawford Hentz admits that price was initially the company’s primary driver in the selection of SonicRecruit. However, she explains that the team ultimately put price aside and re-evaluated the solutions from a “money is no object” perspective and their selection remained unchanged.

### Robust Configurability

“We were won over by SonicRecruit’s ability to be robustly configured,” says Crawford Hentz. After going through the selection and implementation process with SonicRecruit, Crawford Hentz’ advice to other professionals with similar decisions is simple: “Above all the detailed requirements, companies need to look at the newness of the vendors’ technology and the robustness of their configuration capabilities,” says Crawford Hentz. “Given SonicRecruit’s price, technology and configurability, I don’t know why anyone would choose another product.”

Beyond price and flexibility, OSRAM SYLVANIA chose SonicRecruit for its powerful



OFCCP compliance tracking and its integrated hourly and professional recruiting features.

“Having our hourly and professional recruiting systems integrated into one application was a big factor,” says Crawford Hentz. “I was surprised at how many of the vendors we looked at could not provide an integrated hourly and professional hiring solution.”

## Implementation

Working with a dedicated SonicRecruit account manager, the system was custom-tailored to meet OSRAM SYLVANIA’s specific needs and rolled out to support “single sign-on” access for 40 HR generalists, as well as 3,200 hiring managers. The implementation featured a Peoplesoft integration that, among other things, allows for the status management of their 3,200 hiring managers using Peoplesoft as the master database. It also allows job codes and job data to be imported from Peoplesoft and correlated with standardized job requisition templates within SonicRecruit. Crawford Hentz was amazed by how responsive the SonicRecruit implementation and support teams were. “If I came across something I thought would work better another way, I was able to communicate this to our account manager,” says Crawford Hentz. “Cytiva was completely open to enhancing the system when I gave them input.”

## Let There Be Light

With roughly 80 open positions per month (and climbing), managers and recruiters are finding tremendous benefits from using SonicRecruit. With SonicRecruit’s automated cross posting, position requisitions are automatically posted to OSRAM SYLVANIA’s internal and external career sites, as

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well as their five top-producing job boards as tracked by SonicRecruit.

Through vigorous use of embedded URL tracking and monitoring results through SonicRecruit’s visual dashboard analytics, cross posting has not only saved the company time, but increased their resume flow. “With SonicRecruit, the number of resumes has increased dramatically and the time we spend posting jobs has decreased exponentially,” says Crawford Hentz.

To manage the increased flow of candidates, OSRAM SYLVANIA makes good use of SonicRecruit’s custom candidate screening questions that can be embedded in the application process for each job. Now when hiring managers log in to the system, their candidates are ranked with the most attractive prospects automatically rising to the top of the list. Managers use easy, pre-defined mail-merge templates to communicate with candidates and set up interviews. And it’s all tracked and visible to both recruiters and hiring managers alike.

Crawford Hentz estimates roughly 300 managers make full use of SonicRecruit’s robust features for communicating with candidates and HR, with the rest making less frequent or more basic use of the system. OSRAM SYLVANIA’s custom career site seamlessly integrates with the look and feel of their website and supports not only hourly and professional application flows, but also supports OSRAM SYLVANIA’s employee referral program by tracking employee referrals that come in both through the external website as well as their intranet.

In the same way SonicRecruit has allowed OSRAM SYLVANIA to standardize and streamline their recruiting efforts internally, the SonicVendor vendor management module has allowed them to more effectively work with staffing vendors. “SonicVendor has allowed



us to require that external agencies adhere to our standards,” says Crawford Hentz. “Without exception, that means working with us through the SonicVendor portal.” OSRAM SYLVANIA requires external agencies to submit their candidates through a common portal. This reduces miscommunication and “back and forth phone calls” because now vendors and recruiters can track their candidates through the process together.

Most importantly, SonicVendor eliminates duplicate candidates so there is no question about which vendor submitted a candidate first. Within a few weeks of implementing SonicVendor, Crawford Hentz had already identified instances of duplicate candidates submitted by staffing vendors.

### Tracking the Process

OSRAM SYLVANIA utilizes SonicRecruit’s Analytics Dashboard and built-in reporting to keep track of key statistics like time to hire, EEO compliance and more. They’ve even worked with the SonicRecruit support team to develop additional specialized reports. “SonicRecruit has become the exoskeleton of our entire OFCCP compliance program,” says Crawford Hentz.

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SonicRecruit allows OSRAM SYLVANIA to monitor diversity at every stage of the hiring process, so managers can proactively spot if certain employment classes are dropping off, and if so, at what stage in the process is this happening. What’s more, regular diversity reports that used to take several hours can be completed with four mouse clicks, saving tremendous amounts of time.

### SonicRecruit Dedicated Service

Crawford Hentz speaks frankly when she looks back

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at her initial concerns about implementing SonicRecruit. “I honestly didn’t believe we could get this level of support for the price,” she says. “But I went from dubious skeptic to raving fan. I like the SonicRecruit so much that I have given unsolicited recommendations at conferences and to peers. And that is something I have NEVER done before.”

Crawford Hentz points out that SonicRecruit’s flexibility and responsive service has allowed the product to easily change with OSRAM SYLVANIA as their practices get more sophisticated. The combination of flexibility and responsive service makes SonicRecruit what Crawford Hentz refers to as a “nimble product.”

After 13 months of sourcing vendors, it took just 90 days to implement SonicRecruit, customized to OSRAM SYLVANIA’s specific standards. Nimble, indeed.

### The Bottom Line

OSRAM SYLVANIA estimates they are saving approximately \$4,000 a week by eliminating their old practice of cutting, pasting and emailing resumes. Their time to hire has decreased dramatically, allowing them to identify good candidates and move them through the hiring process more quickly.

The quality of the candidate pool has increased through the use of prescreening questions and their ability to easily attract candidates through multiple sources and track source effectiveness.

In addition, for an environmentally conscious company like OSRAM SYLVANIA, one major



impact has been the fact that SonicRecruit has allowed them to eliminate thousands of pounds of wasted paper annually. This is a benefit that not only saves money and helps the environment, but also supports OSRAM SYLVANIA's Global Care sustainability program and bolsters their employment brand. "Prospective employees like the fact that OSRAM SYLVANIA cares about the environment," says Crawford Hentz. "So by using SonicRecruit to reduce paper consumption, we are following through on a core value that helps us attract and retain employees."

**Osram Sylvania estimates they are saving approximately \$4,000 a week alone simply eliminating their old practice of cutting, pasting and emailing resumes**

Crawford Hentz sums up her SonicRecruit experience by saying, "Case studies were extremely helpful for OSRAM SYLVANIA as we researched solutions. If our experience can help other manufacturers realize the kind of benefits that we realized, I am happy to share our story."

### **About OSRAM SYLVANIA**

OSRAM SYLVANIA is a leader in lighting solutions and specialty products that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit [www.sylvania.com](http://www.sylvania.com).

### **About Cytiva Software Inc.**

Cytiva Software Inc. (CRX:TSX.V) provides

innovative recruiting software and services to mid-sized and Fortune 500 companies. More than an application, its flagship talent acquisition product, SonicRecruit, allows corporations to screen applicants, automate their recruiting departments, customize their corporate career sites and hire great people. SonicRecruit goes beyond core applicant tracking capability, providing onboarding, hourly and enterprise solutions. For more information, visit [www.sonicrecruit.com](http://www.sonicrecruit.com).