



***“iCIMS allows us to quantify the results of our recruiting efforts, and has made our hiring initiatives an integral part of the company’s overall business strategy.”***

Lara Elgin,  
Performance Systems Specialist,  
International Truck and Engine Corporation

## **The Challenges**

International Truck and Engine Corporation faced a challenge that many other companies tackle. How could their recruitment programs be quantified? When management asked for specific results, recruiters felt as though they had no concrete answers to supply. What was the best way to convey the efforts of their HR team in dollars and cents?

As part of this overall problem, International Truck and Engine Corporation had other challenges to deal with on a daily basis. Recruiters often sat on jobs for months, resulting in very high Time-to-Fill and Cost-per-Hire metrics. Additionally, it was difficult to compare statistics among the company’s various locations, which prohibited recruiters from creating a consistent, streamlined hiring management program.

Another problem was the inefficient allocation of resources to external job boards. Because recruiters had no means of measuring the results of their job posting programs, thousands of dollars were virtually wasted on boards that produced little to no results.

International Truck and Engine Corporation had similar challenges with their employee referral program. While recruiters wanted to leverage the benefits of employee recommendations, the program was ineffective because there were no specific results to analyze. Consequently, recruiters placed little emphasis on the employee referral program, and opted to rely on third-party staffing agencies for a number of their positions. This further added to International Truck and Engine Corporation’s soaring Cost-per-Hire.

High expenses and lack of measurable results caused recruiters to begin looking for a solution that would provide them with the answers they needed in order to create an effective recruitment program.

## **The Solution**

Recruiters at International Truck and Engine Corporation decided that an easy-to-use ATS would provide them with an automated, streamlined tool that would not only track candidates through the applicant flow, but would also measure the efforts of their recruitment programs. Users looked for a system that was comprehensive, yet simple to work with on a daily basis. “It was key to find a system that would be an easy transition from our manual process,” said Lara Elgin, Performance Systems Specialist at International Truck and Engine Corporation. “We wanted a user-friendly ATS with reporting capabilities that we could easily use to evaluate our recruitment initiatives.” Elgin continued, “We were particularly interested in quantifying the results of our referral programs, our job posting advertisements, our EEO records, and our Cost-per-Hire and Time-to-Fill metrics.”

After evaluating a number of solutions, recruiters at International Truck and Engine Corporation selected iCIMS as their system of choice. “iCIMS’ Talent Platform can track our candidates from application to hire, and it is extremely easy to use,” Elgin said. “Plus, the system provides countless reports, which help quantify the results of our recruitment initiatives.”

**iCIMS’ Talent Platform enabled International Truck and Engine Corporation to create a successful recruitment program with measurable results**

## **The Client**

International Truck and Engine Corporation’s products, parts, and services are sold through a network of nearly 1,000 dealer outlets in the United States, Canada, Brazil, and Mexico, and more than 60 dealers in 50 countries throughout the world. The company is headquartered in Warrenville, Illinois.

## **Number of Employees**

More than 13,000

## **Challenges**

- Excessive Time-to-Fill and Cost-per-Hire
- Unable to compare results across locations
- Inefficient allocation of resources for job postings
- Reliance on third-party staffing agencies

## **Key Benefits**

- Significant decreases in Cost-per-Hire and Time-to-Fill
- Ability to track source effectiveness and allocate resources accordingly
- Increased participation in employee referral program
- Decreased reliance on third-party employment firms

## **Results**

Recruiters at International Truck and Engine Corporation have experienced significant improvements since implementing iCIMS’ Talent Platform. Measuring the efforts of the recruitment team has led to a much more efficient hiring management process. It no longer takes four to five months to fill a position, and recruiters are held accountable for their jobs. As a result, Time-to-Fill metrics have dropped considerably. Additionally, there is now a consistent, streamlined recruitment program across all of International Truck and Engine Corporation’s locations, which enables recruiters to allocate resources to different sites if necessary.

Recruiters also utilize iCIMS’ reporting capabilities to measure the source effectiveness of their job posting programs, which boosts the value of each posting and decreases the organization’s Cost-per-Hire. “Now, we can assess how our money is best spent, and avoid the boards that don’t produce positive results for us,” Elgin said.

Similarly, recruiters now track the effects of their employee referral program. “In the past, we had no means of measuring the value of our referrals. Now, we send out ads for the program every four months, analyze the results, and alter the program accordingly.” Additionally, because the referral program is stronger now, the company has decreased its reliance on placement agencies. “We’ve saved tens of thousands in third-party staffing fees, which lowers our Cost-per-Hire and contributes to the overall efficiency of our recruitment programs,” Elgin said. “iCIMS allows us to quantify the results of our recruiting efforts, and has made our hiring initiatives an integral part of the company’s overall business strategy.”