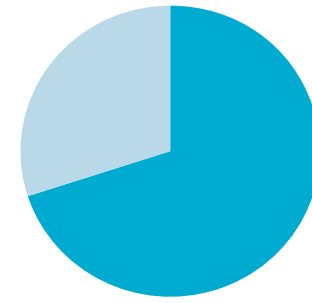


Client Spotlight

DIGITAL CAMPUS RECRUITMENT

How to Build an Engaging On-Campus Presence—Without Being Present

A.T. Kearney, a global management consulting firm recently named a best management consulting firm of 2018 by Forbes, struggled to build a physical presence across many campuses. With limited resources, the organization recruited at a small number of colleges and felt they missed out on top talent outside of their reach.



Over 70% of professionals work remotely at least one day per week

A.T. Kearney has adopted principles from the new working world into their campus recruitment strategy to meet the needs of candidates and staff. According to the International Workforce Group, over 70 percent of professionals work remotely at least one day per week — creating the perfect landscape for A.T. Kearney to build on-campus connections without a physical presence.

In 2015, the firm piloted their program by posting jobs at a small group of liberal arts schools and gauging candidate responses. After partnering with Yello, they scaled and refined that strategy to include a wider range of top schools and more virtual engagements throughout the process.

Today, A.T. Kearney recruits at more than 60 of the nation's top business, engineering and liberal arts schools, and hopes to expand their reach even further in the future. Their digital-first strategy engages candidates virtually throughout hiring — from initial connection to interviewing and assessment.

Yello allows us to pick the best candidates across virtual and physical interactions — without having to engage those candidates in the same way.

LAUREN SANTIMAURO
Campus Recruiting Manager

With Yello, A.T. Kearney was able to add touchpoints throughout the candidate journey — all while tracking everything in one platform.

Source

Working with on-campus career services, A.T. Kearney encouraged students to opt in to undergraduate and graduate talent pools.

Attract

The firm used Yello's email campaigns to build their employer brand, promote campus events, and engage prospective candidates.

Engage

A.T. Kearney led virtual information-session webinars with alumni, where students could digitally “raise their hand” to ask questions about working at the firm.

Assess

Using a simple ranking system, the firm streamlined evaluation forms to help staff track virtual interactions and make recommendations for next steps.

Schedule

With Yello, the team invites, schedules, and conducts first-round interviews and coffee chats virtually through video—creating a more efficient process.

Measure

All of A.T. Kearney's campus recruiting activities and engagements are tracked in Yello, helping the firm measure ROI and improve their strategy moving forward.

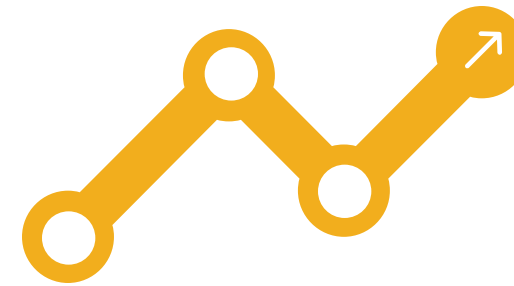
Anyone who interacts with a candidate virtually or in person can easily leave an evaluation.

LAUREN SANTIMAURO
Campus Recruiting Manager

A.T. Kearney's strategy hasn't only reimaged campus recruiting for the new working world. It's made an impact on the firm's bottom line.

All of our virtual schools have virtual first-round interviews, both behavioral and case interviews. We can leverage our colleagues across the country to support those video interviews.

LAUREN SANTIMAURO
Campus Recruiting Manager



Efficient pipeline building

With Yello's digital engagement tools, A.T. Kearney connected with more student candidates than ever before — while cutting their number of physical on-campus events in half.

Increased diversity of thought

Reaching campuses virtually helped A.T. Kearney connect with more candidates that they wouldn't have reached before, leading to a firm-wide increase in diversity of thought.



Cost and time savings

The firm's new strategy reduced costs for travel, shipping, and marketing materials. Staff also saved time with a streamlined process that decreased administrative tasks.

Preserving brand reputation

A heightened on-campus employer brand helps reinforce the firm's leading reputation on campus and reach a wider group of prospective candidates.



By the Numbers

Expanding On-Campus Reach

77%



increase in
candidates
engaged

(2018 V. 2017 YOY)



58%



decrease in
physical on-
campus
events



In 2018

47%

of MBA
candidates
sourced through
virtual program

81%

of undergrad
candidates sourced
through virtual
program

167%

increase in candidates
requesting information about
the company

(2018 V. 2017 YOY)

- Employee Resource Groups
- Diversity Networks

