

Client Spotlight

CAMPUS RECRUITMENT

# Personalizing the Campus Recruiting Experience

# West Monroe Partners leverages alumni relationships, engaged staff, and technology to create a recruiting process tailored to each candidate — and reinforce their employer brand at every touchpoint.

With more than 1,000 consultants in 9 offices across the country, West Monroe Partners is a leading management consulting firm focused on the intersection of business strategy and technology.

While that convergence of multiple disciplines drives success for West Monroe's clients, it also means their small-but-mighty campus recruiting team of 7 is responsible for hiring student talent with a wide variety of backgrounds and skill sets. The campus recruiting program started in 2008 with just a handful of hires and interns, but has grown over the past 10 years into a company-wide initiative that's responsible for about 10% of the firm's growth each year.

Juggling more than 20 campuses in all regions of the country, West Monroe stands out by taking campus recruiting back to basics and focusing on something simple: relationships. The firm's entire strategy is built around the idea that their consultants — the people on the front lines with clients every day — are their best assets, both for attracting and engaging candidates, as well as building valuable on-campus relationships with key professors and admin staff.

The team makes these connections possible with just the right amount of technology. With Yello's recruitment events, evaluations, scheduling and more, West Monroe streamlines behind-the-scenes processes and empowers their team to build personalized relationships with every candidate and university.

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***"The most important tool is our relationships. For instance, if a certain professor refers a candidate, we'll always give them an interview — because they know our candidate profile so well through the relationship we've built over the years. Those are incredibly important for us to nurture."***

STEPHANIE SCOTT  
Campus Recruiting Manager

From hello to hire, West Monroe leverages technology to get time-consuming, complex tasks out of the way and focus on what matters most — people.

### Campus profiles

Tracking key campus relationships helps West Monroe create on-campus advocates, build candidate referral pipelines and evaluate ROI over time.

### Events management

The team creates a fully-branded experience with digital pre-registration, onsite check-in and personalized follow-up based on event interactions.

### Mobile evaluations

West Monroe recruiters and consultants use a streamlined digital evaluation form to quickly capture candidate recommendations that the recruiting team can use to make better hiring decisions.

### Automated scheduling

For phone screens and one-on-one conversations, candidates can use a landing page to self-schedule the time that works best for them — saving time for West Monroe's staff.

### Campaign emails

Throughout the hiring process, West Monroe sends automated email campaigns to candidates in the pipeline ensuring they have visibility into next steps, corporate culture and firm benefits.

*“There’s a massive amount of details, paperwork and logistics in recruiting. To be able to automate a lot of that admin work has made us so much more efficient. We are able to spend our time on higher-value activities — while working directly with the students.”*

STEPHANIE SCOTT  
Campus Recruiting Manager

With more efficient outreach and relationship building tactics, West Monroe saw improvements across the board — from internal team processes to key campus recruiting metrics.

*“Being able to show ROI by school — the number of events, the cost and the candidates — allows us to make informed decisions on where to invest.”*

STEPHANIE SCOTT  
Campus Recruiting Manager

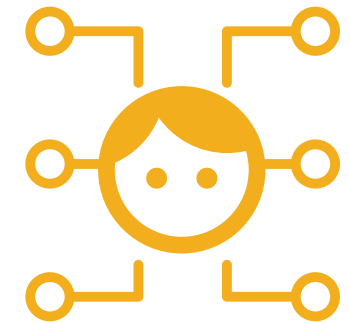


### More candidates

The firm reached 44% more candidates during the peak campus season, ultimately leading to a 26% increase in candidates evaluated at hiring events.

### Preserved institutional knowledge

Tracking key contacts and details for each campus helps West Monroe build relationships over time, ensuring that information is stored in one place and not lost in a recruiter's brain or inbox.



### Decreased admin time

With a goal of going completely paper-free at hiring events, West Monroe cuts out manual processes with centralized candidate information, evaluations and self-scheduling.

### Meaningful communications

With personalized candidate follow-up and campaign emails that reinforce employer branding, the firm ensures that all candidates can make a meaningful connection with West Monroe.



### Understanding ROI

West Monroe uses Yello's high-level reporting to quickly understand ROI and make smarter recruiting investments at their campuses across the country.

# By the Numbers

Making an Impact on Campus

# 500%

growth in campus recruiting program over 10 years



## Fast Facts

**1,100**  
staff users

## 2017 vs. 2018

**22%**

22% increase in events created

**78%**

intern acceptance rate

**63**

campus profiles

**44%**

44% increase in candidates created

**47%**

47% increase in event registrations