

Client Spotlight

How Automating Campus Recruiting Increased Candidate Reach by 45%

Learn how a small team with limited resources implemented automation throughout the hiring process to hire top talent faster.

Chicago Trading Company is a proprietary market-making firm with floor and electronic operations in the derivatives market. Founded in 1995, the company has already grown to more than 400 employees across 2 offices in Chicago and London.

As a small-but-mighty recruiting team of 5 — with just one team member dedicated solely to campus recruiting — efficiency is key for Chicago Trading Company. The company recruits interns on campus, then uses those interns to fill their full-time pipeline.

Unfortunately, relying on disparate spreadsheets, paper resumes and other manual recruiting processes increased the team's admin time and prevented them from accomplishing their key mission: building relationships with top talent. More often than not, Chicago Trading Company wasn't able to fill their full-time pipeline with interns alone and was forced to go back to campus a second time to recruit for in-demand technical and quantitative talent.

To save time and costs, Chicago Trading Company leveraged Yello's Application Workflows to fill the gaps in their existing process, completely automating post-event engagement and screening up until first-round interviews — creating a faster, more efficient process for candidates and staff.

Now the company can focus on building stronger relationships and hiring top talent faster, ultimately making higher-quality hires. Last year they extended a full-time offer to nearly 80% of their interns, a significant increase from previous years that allowed them to meet full-time hiring needs without traveling back to campus a second time.

“Last summer we converted enough interns so we didn't have to go back and recruit for full-time roles on campus. Not having to go back a second time for career fairs saves our team so much time and effort.”

MEGHAN DREYER
Campus Program Manager

Outside of events and interviews, Chicago Trading Company automated their process with workflows and communications — helping them save time and make key interactions count.

Recruitment Events

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

Mobile Evaluations

With streamlined digital evaluation forms, staff can easily capture candidate recommendations to help the recruiting team move the best candidates forward as quickly as possible.

Application Workflows

The company uses smart, automated workflows to accelerate initial screenings and candidate assessments — leading to a faster process that identifies top talent without the leg work.

Automated Scheduling

Once top candidates are identified, Chicago Trading Company will invite them to RSVP and self-schedule the time that works best for them — saving time for the recruiting team.

Candidate Engagement

Leveraging both text and email campaigns, Chicago Trading Company ensures candidates can proactively learn about the company, take action and stay informed throughout the process.

“The follow-up process has become much more streamlined, because with the mobile app, our reps can evaluate candidates right in Yello and we can send them a follow-up email right after the event.”

MEGHAN DREYER
Campus Program Manager

Increased efficiency and wider candidate reach means Chicago Trading Company can ultimately make higher-quality hires to eventually fill their full-time pipeline.

“The way we were collecting resumes before Yello was just much more manual having to go back into spreadsheets to look up candidates. Now being able to pull that data at any time to get insights — there’s so much we can track now, and that helps us determine what our strategy should be for the following year.”

MEGHAN DREYER
Campus Program Manager



Higher Quality Candidates

With an accelerated and data-driven campus recruiting process, the team can more effectively target and hire top talent — before the competition.

Increased Conversion Rates

Nearly 80% of Chicago Trading Company interns receive a full-time offer, helping the company make the most of their pipeline and reduce additional recruiting costs.



A Focus on Key Touchpoints

Using Application Workflows, the recruiting team can scale the initial steps of their process with automation and focus more on those critical later-stage conversations like interviews and offers.

Commitment to Diversity

A more streamlined and scalable process allowed the company to reach a wider audience, attracting all types of applicants and ultimately increasing gender diversity and diversity of thought.



Understanding ROI

Centralizing candidate profiles, evaluations, assessment data and more in one platform empowers the team to easily track insights and improve their strategy with data.

By the Numbers

Automating Recruiting for High-Quality Pipeline

Events

2016 vs. 2018

45%

increase in candidates attached to events

25%

decrease in overall events

Firm Wide Full-Time & Intern Data

Recruiting Funnel Activity	Total Candidates	Conversion Rate
Applications submitted	1,048	
Disqualified in Pre-Screening Questions	160	160
Assessments Sent*	829	93.4%
Assessment Passed	337	49.1%
On-Campus/Phone Interviews	171	50.7%
Super Saturday Interviews	47	27.5%
Offers Extended	47	66.0%
Offers Accepted	21	67.7%

*57 intern candidates withdrew or were not eligible based on their graduation date, so they did not receive an assessment.

More than

7,500

workflows initiated in September 2018