

Supercharging Campus Hiring Events with Interview Scheduling

Learn how Phillips 66 reduced scheduling time by 80% with on-the-go interview scheduling that helped advance higher quality candidates to hire — before the competition.

Phillips 66 is a multinational energy manufacturing and logistics company. As a Fortune 100 company with more than 14,000 employees, they're a leading brand with more than 130 years of history. But like many top brands, Phillips 66 struggled to recruit as efficiently as possible on campus, putting their pipeline of future leaders at risk.

With more than 70% of companies planning to hire new college graduates, on-campus recruitment is more competitive than ever before — and Phillips 66 was slowed down by manual processes, siloed work between departments, and unclear ROI insights.

To increase their on-campus impact, Phillips 66 underwent a campus portfolio rationalization project using technology and data to make smarter investments for more than 300 on-campus events per year. All of this work was anchored in core company values: safety, honor and commitment. In extending these ideas to candidates, the company hoped to provide a more personalized, high-touch hiring experience that protected candidate data and supported compliance.

Leveraging tools like Yello's Recruitment Events and candidate self-scheduling, the company's new process not only helps Phillips 66 hire students effectively, but also saves time and costs throughout the organization.

"Yello has allowed us to go to more than 300 events every year - and honestly, we didn't even know how many events we were going to until we were able to put together the integrated calendar that Yello provides for managing events."

CALVIN MONIZ

Senior Advisor, University Relations & Recruiting

Phillips 66 replaced manual processes like paper resumes and scheduling spreadsheets with automation, helping their team hire faster and provide a better candidate experience.

Recruitment events

Phillips 66 managed planning, staff resourcing and promotion for more than 300 campus recruiting events per year — all in a centralized, transparent platform to streamline efforts.

Mobile evaluations

With Yello, recruiters use a mobile app to evaluate candidates quickly and confidentially, ultimately filtering digital candidate profiles based on feedback to narrow down their pipeline.

Streamlined scheduling

No longer reliant on third-party scheduling, the team regained control of their process by inviting candidates to self-schedule next-day interviews, reducing staff time and travel costs.

Campaign emails

With a focus on personalized, targeted communications, Phillips 66 made every touchpoint memorable with fully-branded email campaigns that strengthen candidate relationships.

Event Expenses & ROI

Tracking all events and related costs in one platform helps the team easily calculate ROI from recruiting events and continue to work more strategically in the future.

“We’re getting offers out faster. We’re getting acceptances faster. That’s thanks to next day interviews which would not have been possible without Yello.”

CALVIN MONIZ

Senior Advisor, University Relations & Recruiting

The new process at events didn't just create improvements for staff and candidates — it overhauled the way Phillips 66 recruited on campus, with a significant impact on their bottom line.

"We now have the data to prove we're at the right schools, with the right people, meeting the right talent — and that has been crucial in supporting our business case for using Yello."

CALVIN MONIZ
Senior Advisor, University Relations & Recruiting

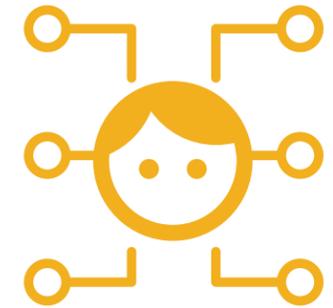


Expedited hiring process

Next-day interviews have accelerated offer and acceptance timelines dramatically, helping the company hire the best quality on-campus talent before the competition.

Quality candidate pipeline

Phillips 66 can use their centralized record of all candidate interactions to proactively identify talent before on-campus events and easily pinpoint gold medalists.



Confidence in candidate privacy

The recruitment team has built a candidate data strategy based on their company values, with peace of mind knowing all candidate information is protected and stored properly.

More data-driven decisions

With more insight into ROI generated from events, Phillips 66 can take action to invest more strategically and make data-driven decisions for more effective recruiting.



By the Numbers

Streamlining Campus Hiring With Scheduling

More than

\$134,000

saved in recruitment costs for just one department

2017



225 recruiters
at **66 events**



Offers sent in
4-6 weeks

2018



166 recruiters
at **61 events**



Offers sent in
1-2 weeks



80%

reduction in time to schedule

Went from scheduling in **4-5 days** to maximum **24 hours**



88%

intern conversion rate to full-time hire

"Interns coming back is really important to us, and we're proud to say — because we were able to source the right talent through Yello — that we had an 88% conversion rate of interns moving into full-time hires."

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Senior Advisor, University Relations & Recruiting