

Client Spotlight

# Going Digital to Boost the Candidate Experience and Recruit More Efficiently

BDO is implementing virtual recruiting to meet growing campus hiring goals — not only to improve the overall recruiting process and candidate experience, but also saving the firm thousands of dollars and time.

# By the Numbers

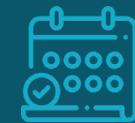
Estimated Savings on Campus

## Projected ROI on Campus

Saving up to **\$1,000** for each event

Saving **24+** hrs of staff time on each event

Live video interviews save up to **\$1,000** per candidate



### Interview Scheduling

Reduced interview coordination time by 2-3 days with candidate self-scheduling



### Pre-Recorded Video Interviews

Screened 2x candidates in less than half the time, replacing 35 min interviews with 10 min video reviews



### Automated Emails

Usage increased more than 2x year-over-year

## Time Savings at Every Step



### Candidate Follow-up

Reduced event attendee follow-up time by 1-2 hours with immediate preloaded communications

**15,097** candidates attended events

**66%** of event attendees evaluated

**7,209** automated emails sent

**1,245** events created by recruiters

**BDO is an international network of public accounting, tax, consulting and business advisory firms. With more than 80,000 employees working across 162 countries, BDO is one of the world's top 5 largest professional services providers of its type.**

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*"Before, we would send interview evaluation forms out and we had to track them manually. It was always on our recruiters to go back and track them. Now, we've got all the information we need in a click of a button, ready to export to Excel. That's where we've seen the most time savings."*

SARAH TURCOTTE  
Regional Campus Recruiting Lead

The firm has grown rapidly over the past decade, and campus hiring has increased to meet demand. As entry-level hiring more than tripled in 5 years, the team's recruiting processes were put to the test: they worked, but could they scale? As goals grew each year, recruiters had to spend more time in the weeds of recruiting minutiae to meet ambitious hiring goals — collecting stacks of paper resumes at events and manually entering those into a spreadsheet, tracking evaluations one-by-one and painstakingly coordinating interview times over days of back-and-forth emails.

Ultimately, those tasks added up to create a cumbersome hiring process for candidates and staff. Recruiters didn't have the time to build candidate relationships, and students were frustrated by lengthy scheduling and communication delays. BDO needed a solution to improve the candidate experience and empower their recruiters to work more effectively.

To remedy those challenges, the firm's campus recruiting team is currently in the process of launching a virtual recruiting strategy. The three-year initiative aims to replace some of the physical on-campus presence with a virtual presence at key schools — focusing on engaging candidates via social media, webinars, online job listings and video interviews. Currently, the team is using a virtual model at 30% of target schools, and that will increase to half of all schools once fully implemented. BDO's new approach will help the firm reach its goal of more than 1,500 entry-level hires this year.

To help implement the virtual recruiting strategy, BDO partnered with Yello. Leveraging Yello's events, evaluations, video interviewing and interview scheduling solutions, the firm has been able to reach a wider, more diverse group of candidates — while cutting costs and staff time on campus.

BDO underwent a digital transformation to improve their on-campus recruiting efforts, leveraging Yello solutions throughout the process to streamline hiring and improve campus ROI.

### Recruitment Events

The company streamlined on-campus recruiting events with Yello's mobile recruiting app — accelerating candidate check-in and eliminating time-consuming manual tasks for recruiters.

### Candidate Evaluations

Catering to a mobile-first generation of candidates, students can use tablets and phones to enter their information at campus events, saving time and facilitating better conversations.

### Pre-Recorded Video Interviews

With a self-service video interview platform, the team can screen double the candidates in less than half the time — while providing a more modern experience for students.

### Interview Scheduling

On-campus, the team has more freedom with OCI schedules — and in-office, they use self-scheduling and automated follow-ups to decrease interview coordination times by 2-3 days.

### Recruitment CRM

With Yello's centralized candidate management, BDO can create personalized engagements at scale and build stronger candidate relationships at every touchpoint.

### Candidate Engagement

With a 74% email campaign open rate, the firm can improve the candidate experience with more consistent communications, which keeps candidates engaged throughout the process.

*"Our strategy has changed drastically. Yello is really helping to support the virtual recruiting side of things, because we just didn't have the tools to do this before."*

STEPHANIE TYLER  
National Director of Campus Recruiting

The team's virtual recruiting strategies have helped BDO reach a wider audience of diverse, qualified talent — and internal projections have estimated savings throughout the process.

*"With our virtually sourced candidates, the quality talent is there and the students are informed. But the bigger result for us is our brand — we now have the ability to communicate more, and more effectively."*

JENNY ARAQUE  
National Campus Recruiting Manager



### Saving Recruiter Time

Leveraging automation and virtual engagements, BDO helps recruiters eliminate unnecessary work and refocus their efforts toward more strategic work.

### Improving ROI

By converting half of their target schools to virtual recruitment, the firm can save thousands of dollars in travel costs and event fees — while reaching more candidates.



### Accelerated Hiring Process

From candidate check-in to post-interview evaluations, BDO has removed delays throughout the process to ensure it can keep up with the competition and secure top talent, faster.

### Enhanced Candidate Experience

Digital engagements have created a more consistent hiring experience for each candidate, and recruiters are able to focus on building stronger relationships with candidates.



### Quality, Diverse Pipeline

With a virtual recruiting program that continues to expand each year, the team is more agile and can tap a wider, more diverse pipeline of quality talent.