

Client Spotlight

Building a More Scalable Campus Recruiting Model

Learn how Plexus leveraged automation and marketing tools to increase their presence on campus — while eliminating hours of manual work and travel costs.

By the Numbers

Driving Recruiting Efficiency



Time Savings for Recruiters

- Total active recruiter time involved in back-end processes to move candidates from campus event to offer

Before Yello:

18.23

Hours

After Yello:

30

Minutes



Projected Cost Savings

- Plexus is projecting to save **\$67,000** this recruiting season

Includes reduced travel and elimination of non-utilized talent due to travel time



Eliminated Manual Work

- Before Yello, recruiters manually scanned more than 4,200 paper resumes for compliance purposes
- At an estimated 2 minutes per resume, that represents **17.5 full work days of time** that recruiters can now use to focus on more strategic priorities

Plexus helps corporations design, develop and manufacture highly complex electronic products. With a global manufacturing network and more than 19,000 employees, the company supports clients throughout the product life cycle, including design, prototyping, procurement, testing, manufacturing, new product launch and sustainment services.

Tasked with hiring all intern talent and pipelining entry-level candidates in the United States, Plexus' lean campus recruiting team had to push through inefficient processes to meet their ambitious goals — nearly 150 intern and full-time hires from more than 20 campuses across the United States. Between scanning each student's paper resume by hand and scheduling interviews in disjointed spreadsheets, Plexus needed a solution that would help them reach more students while streamlining manual work for staff.

With the goal of creating a more scalable and sustainable process, Plexus turned to Yello. Using automated, mobile-friendly event check-in and interview scheduling, the team has more time to focus on building relationships with students. Plexus has saved hours of recruiter time per candidate and significantly cut down on travel costs — helping them increase their presence on campus and reach more candidates with pre-marketing and student engagement tools.

Ultimately, those time and cost savings have empowered Plexus campus recruiters to take a step back from career fairs and on-campus interviews. They're now able to focus less on the day-to-day of campus recruiting minutiae and tackle more strategic initiatives to boost ROI at every student touchpoint.

"We weren't able to get back to our candidates or managers as quickly — there was a lot of follow-up and other companies could move faster.... If we didn't schedule students right away, they would sign up for other interviews and at that point we had lost them."

KATIE KLIETZ
Campus Recruiting Lead

A streamlined campus process helps the team maximize results at on-campus hiring events, while decreasing the amount of manual work required to do so.

Mobile Check-In & Evaluations

Plexus uses Yello's mobile app for student check-in and evaluations, eliminating paper resumes and accelerating the recruiting process with instant feedback and follow-up after events.

Centralized Candidate Profiles

The team no longer has to tediously scan thousands of student resumes each year — saving an estimated 2 minutes per resume — and they use Yello to share all candidate information.

Candidate Engagement & Event Pre-Registration

To increase their presence on campus, Plexus leverages targeted email campaigns and encourages pre-registration for career fairs — ensuring they engage with a wider audience.

Event Scheduling

When the team needs to schedule next-day on-campus interviews for interns, the staff can instantly slot candidates into templated schedules with automated email and text confirmations and reminders.

ATS Integration

Using an integration between Yello and Workday, Plexus has more visibility into company-wide hiring and compliance with Affirmative Action and other government contractor requirements.

"We don't just want to put an event out there, we want to market it appropriately — we've been able to leverage Yello with a pre-registration link and get the word out more effectively."

KATIE KLIETZ
Campus Recruiting Lead

Supported by automation and an empowered staff, Plexus successfully accelerated on-campus hiring and eliminated hours of busy work for recruiters.

“As recruiters, we’ve only gone to one career fair this year — just to let our new recruiter see it. We have a recruiting expert on each team who helps prep their staff before events, and we’ll meet with them before they head to campus. Then our reps do almost everything on their own!”

KATIE KLIETZ
Campus Recruiting Lead



Saved Time

Leveraging automation and digitized resumes, Plexus reduced the time needed to move students from career fair to offer from more than 18 hours to just 30 minutes of recruiter time.

Eliminated Manual Work

By eliminating paper resumes at events, the team doesn’t have to scan and share each resume by hand, ultimately saving recruiters the equivalent of two full work weeks of time each year.



Decreased Travel Costs

With Yello, recruiters no longer need to attend every campus event for administrative support — projected to save the company nearly \$70,000 per season in elimination of non-utilized talent.

Expanded Candidate Pool

Sending personalized campaign emails to top candidates from previous years and encouraging them to pre-register before events helps the team attract more students and maximize ROI.



Peace of Mind

With centralized visibility into company-wide hiring, the team can easily pull reports on affirmative action and government contractor data — and improve their strategy for the future.