

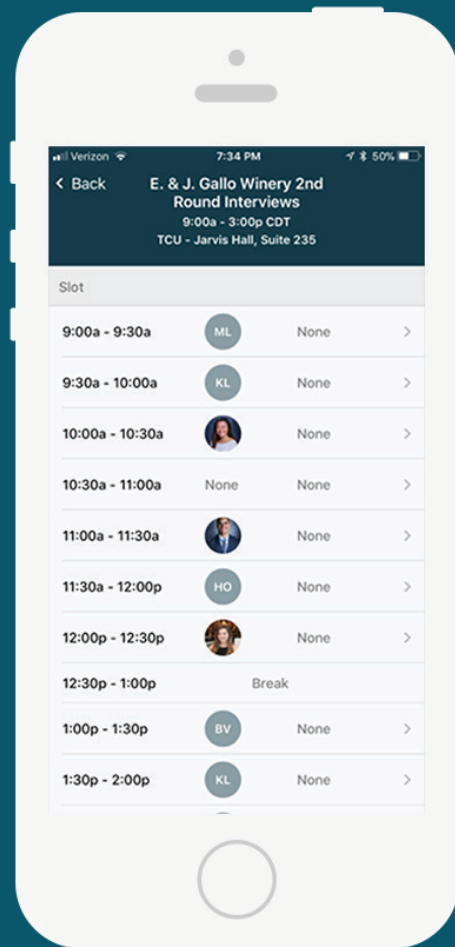
Client Spotlight

6 Recruiters, 60 Schools: Building Relationships to Hire the Right Talent

E&J Gallo uses a non-traditional, relationship-focused recruiting process to identify serious candidates — ultimately, leading to a 90% candidate interview self-schedule rate.

By the Numbers

Pinpointing Quality Talent with Relationships

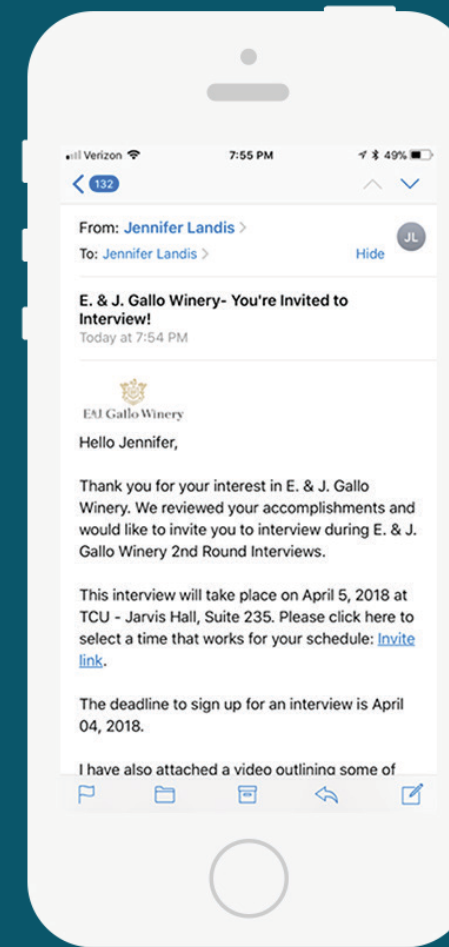


90%

of candidates invited to interview end up scheduling

Evaluate candidates on the go

Streamlined information – everyone uses the same system!

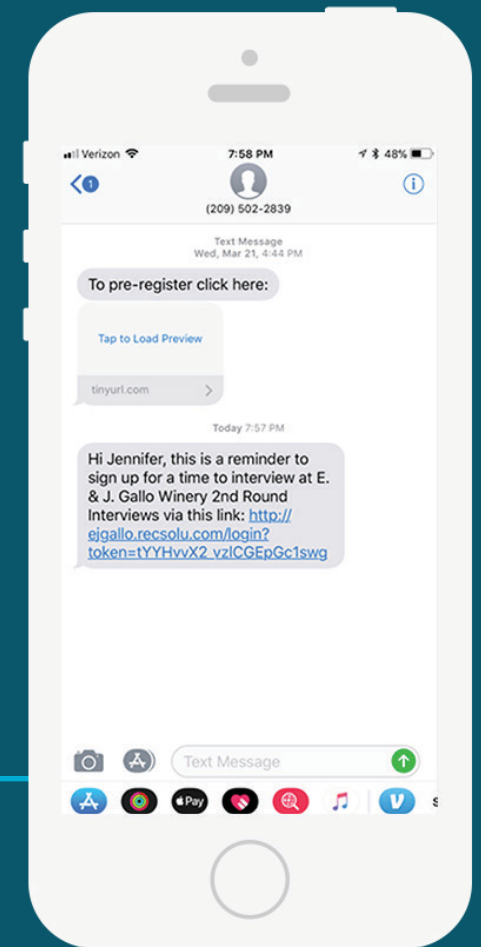


Invitations

Automate event follow-up
Send interview invites

Scheduling

Send reminders
Send registration links



60
Universities



40
Yearly Events



10,000
Resumes



165
1st Round Interviews

E&J Gallo is the world's largest privately held wine company, creating and distributing dozens of leading wine and spirit brands in more than 90 countries around the world.

"We do the standard career fairs, classes and presentations on-campus — but we also set up our own events. We'll host an etiquette dinner or different types of sales presentations that help students not only learn about us, but actually sharpen their skills."

LISA WICKHEM
Regional Recruiting Manager

As the company expands their footprint and product portfolio, they look to their talent acquisition team to prepare for that growth. They rely on a team of 6 campus recruiters across the U.S. to source, engage and advance top student talent to hire.

Each campus recruiter focuses on 8-10 schools in a specific region, with hiring goals dependent on the company's needs each fall and spring recruiting season. At each school, E&J Gallo attends career fairs, classes and presentations in addition to hosting their own professional development events to help students improve their networking and sales skills.

After these events, the company has had the chance to formally (and informally) evaluate candidates and understand who might be a good fit. The team will invite these candidates to first and second round interviews on-campus, ultimately leading to the final step: a conference for final round candidates to meet company leaders, present ideas to move the business forward and get a better idea of what it's like to join the E&J Gallo team.

The process — culminating in a conference — is unique, and likely more intense than many companies, but that's intentional. Even though they may be in the business of celebrating, E&J Gallo is looking for serious candidates who are hungry to learn and can get the job done. The strategy is working for them — of the candidates they invite to interview, more than 90% of those students accept the invitation and self-schedule an interview time.

Yello has helped E&J Gallo make that process possible, leveraging tools throughout the process to manage recruiting events, interact with students on the go via text and email, and ultimately advance those candidates to hire successfully.

With a robust campus presence and frequent personalized candidate touchpoints, E&J Gallo ensures they're narrowing down top student talent — and advancing them quickly to hire.

Recruitment Events

The team uses Yello to plan, manage and promote on-campus recruitment events, with all information tracked in one platform for increased visibility.

Mobile Event Check-In

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.

Candidate Engagement

From hello to hire, E&J Gallo sends text and email communications to candidates throughout the process — streamlining everything from event reminders to interview invites.

Interview Scheduling

After interview invites are sent out, candidates can self-schedule to select the time slot that works best for them, using pre-built schedules and registration pages in Yello.

Hello App

The team uses Yello's Hello App to manage their hiring conference for up to 25 candidates — with registration, conference schedules, attendee profiles and more in a centralized mobile app.

"It's been super helpful to have that event schedule live in Yello. Candidates can sign up, automatically get reminders — and we don't have to worry about sending that out."

LISA WICKHEM
Regional Recruiting Manager

By streamlining critical recruiter tasks, the company has empowered their team to develop stronger candidate relationships — helping secure the ambitious talent they need to grow.

“It’s more targeted in terms of getting to know more about who those candidates are once we’ve found them. Even if we initially think they are a good fit, Yello allows us to narrow it down to the people who are serious.”

LISA WICKHEM
Regional Recruiting Manager



More Targeted Approach

With robust sourcing and personalized candidate engagements, E&J Gallo can more effectively narrow in on the most interested and serious candidates.

Efficiency through Automation

From the first candidate check-in to the final round interview, recruiters can get time back in their day by automating time-consuming data entry and manual tasks like scheduling and reminders.



A Focus on Relationships

Streamlined processes and time-saving tools help recruiters stay focused on what matters: building relationships on-campus and identifying top candidates.

Informed and Excited Candidates

E&J Gallo stands out to students because of their unique process and frequent engagements — which is why more than 90% of candidates invited to schedule an interview do so.

