



WORLD-CLASS ENTERTAINMENT GIANT MEETS BEST-IN-CLASS TECHNOLOGY

Caesars Entertainment Wins Big in Recruiting Top Talent

ASSESS

Caesars Entertainment Corporation is the world's premier provider of branded casino entertainment, and is well known for its innovative use of technology to increase shareholder value. With an average of 6,000 hires per year and growing, Caesars Entertainment was finding its existing applicant tracking system (ATS) too limited in its ability to assist a large HR staff to recruit efficiently and to continue their tradition of using technology to improve the HR enterprise. A best-in-class candidate experience was essential for walk-in candidates, as was a friendly application process for all levels of hiring—from hourly staff to management. Internal mobility and integration with their own validated assessments were also critical factors in a successful implementation.

STRATEGIZE

After a full recruiting analysis by our Technomedia-Hodes iQ project management team, we found that the right solution would better manage the high volumes of applications from walk-in candidates at hundreds of kiosks in each of the casino properties. Candidates would need to complete a full application form, prescreening questions and a profile much faster than the current process. Additionally, recruiters needed to see candidate information with the click of a button, whereas the front desk would require a different view of jobs and candidates. Being a metrics-driven organization, the solution would also need to be robust enough to keep high visibility reports intact during a transition process. The iQ technology was proposed complete with dedicated Web sites for their corporate careers site, internal mobility, high-potential employees and walk-in kiosks. The kiosks for walk-ins would be very friendly for non-computer users and would include large text, easy to read instructions, check boxes and a simple layout. We would also develop a new application process for their corporate careers site, and outline a plan to manage internal transfers and high-potential employees.

IMPLEMENT

Time was of the essence in deploying the new solution. We partnered with Caesars Entertainment's HR, IT and Project Management teams on a vigorous national rollout of the iQ solution to 26 facilities and over 100 staff members. The implementation team came in early on the first phase of the project, and within weeks all facilities had the new system deployed and configured. In the phased rollout, we launched their corporate careers site and the kiosks, as well as an internal job board for employees (that featured additional information such as salary grade and hiring manager). Employment offices even received an easy-to-use Web report that listed all open positions (by location), pay grade and job description.

MEASURE

Caesars Entertainment's Project Manager stated that the key objectives were to "minimize recruiter productivity loss with a short learning curve and to quantifiably improve recruiter and candidate workflows." He offered the best testimonial when he added "The iQ technology follows a logical recruiting process for recruiters with easy to navigate workflow, which enabled us to immediately be productive. For candidates, it's a faster, better process." iQ has allowed Caesars Entertainment's recruiters to expand their sourcing options and quickly track candidates through the hiring process, and has improved management's insight into the recruiting cycle. Candidates were also treated to a better experience with a 30% reduction in time to complete an application. The recruitment team has taken advantage of the time saved from the new system by focusing on key areas, including time-to-fill and quality of hire. Caesars Entertainment Corporation is passionate about using metrics to measure performance. With iQ, they found a measurably better process and a best-in-class system for their recruiters and candidates.

KEY OBJECTIVES

- Minimize recruiter productivity loss with short learning curve
- Expand sourcing options
- Improve recruiter and candidate workflows
- Enhance candidate experience

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