



Beacon boosts candidate experience with HireVue's end-to-end hiring platform

Beacon + HireVue

Industry / Healthcare

In 2018, Beacon Health Systems implemented HireVue's hiring platform to better engage candidates and reduce recruiter workload. Since then, they've been able to enhance their entire candidate experience by giving recruiters more time to focus on creating connections with top talent, rather than on more tedious tasks that can easily be automated.

The Challenge: Recruiter overload, and a shortage of candidates

Even before the pandemic, there was a shortage of nurses in the healthcare industry. But now, nursing candidates are even harder to come by. The industry as a whole is experiencing a mass departure of nurses, while many of the workers who remain are suffering from burnout.

To meet existing and future hiring needs, Beacon knew they needed to take action in three key areas:

- ◆ Provide a hiring experience that would make candidates excited to accept an offer
- ◆ Modernize their employer brand to reflect a friendlier, more inclusive brand voice
- ◆ Create a meaningful relationship between candidate and recruiter from the start

The Solution: Automate tedious tasks, and engage candidates with a personalized experience

"We see our candidates as customers, and we want to serve them in the best way possible." – Alexa Tupper, Digital Recruitment Marketing Specialist

With HireVue's conversational AI, Beacon created a more meaningful experience that mirrored their employer brand, and allowed recruiters to connect with candidates from the beginning.

Candidates can pre-screen for the role, self-schedule an interview, and receive automatic updates — all on their own time. This self-guided process empowers candidates, eliminates recruiters' unnecessary involvement in the process, and ensures candidates get hired faster.

Elevated employer brand with customizable hiring experience

First, Beacon put a great deal of thought into their employer brand voice, starting with transforming the content candidates were reading from stale and outdated to fun and engaging. HireVue's customizable content was a major element in helping candidates feel connected to Beacon early in the process, and excited about the idea of continuing through the process.

Created meaningful relationships with recruiters

Next, the Beacon hiring team turned their attention to creating personal connections with their newly engaged candidates. With the scheduling tasks automated, recruiters were able to spend more time learning about candidates, and preparing for interviews, rather than sending multiple back and forth emails just to lock down a single interview.

Today, Beacon continues to nurture relationships with candidates, even after they're hired. They check in with new employees at the 30-, 60-, and 90-day marks to see how they're doing — something they've been able to implement with HireVue technology.

Maximized candidate pipeline with HireVue's Hiring Assistant

At a time when it's especially challenging to find candidates, Beacon knew they needed to work smarter, not harder. Their solution? Keeping passive candidates engaged with the [HireVue Hiring Assistant](#).



“We put a lot of thought into **candidate experience** with a focus on customizing thought verbiage to reflect our brand voice. We wanted candidates to see us as human and someone they could relate to from the get-go.” – Alexa Tupper



Now, when a candidate applies for a job, their information is automatically deposited into a resume database. Even if a candidate isn't hired for the position, recruiters work to find a position for them elsewhere by texting them when new opportunities arise.

Recently, Beacon launched a text campaign to promote their nursing network event. Out of 660 recipients, 90% of those texts were delivered. This was a big benefit for Beacon, knowing that their messages were getting into the hands of people with whom they already had a relationship. Now, they can keep passive candidates engaged and remain top of mind when these candidates are looking for a job.

“The biggest impact we saw was that we created those meaningful relationships with candidates from the beginning.”

– Alexa Tupper

“What matters is that we’re putting our name out there and people are getting our texts. Even if they’re a passive candidate, it’s important that they can easily text when they are ready for a new job.” – Alexa Tupper

How does Beacon envision using HireVue moving forward?

Beacon is opening two new medical offices in the near future, as well as an additional hospital; and along with that growth will come many new hiring demands. Their goal? To use HireVue to increase the volume of candidates in their hiring pipeline — especially for hard-to-fill positions — without adding to the workload of recruiters. With HireVue, Beacon is now able to easily re-engage past candidates and match them to new roles, quickly screen new ones, then schedule and interview them all in a way that’s friendly and fair.