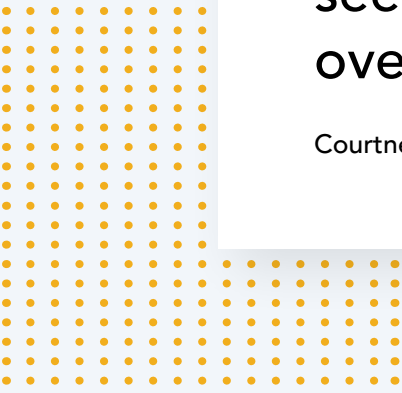


BLUEPEARL CLIENT SPOTLIGHT

Yello helps BluePearl hire high-demand candidates by simplifying the hiring experience





“With Yello, it’s much easier for candidates to apply. People in high demand are not going to waste their time if we make it hard for them to show interest. Now, we’re seeing such an increase in candidate flow it’s almost overwhelming, but it’s a good problem to have.”

Courtney Krieger, Director of Talent Acquisition, BluePearl

By the Numbers

217% increase in applications with Yello

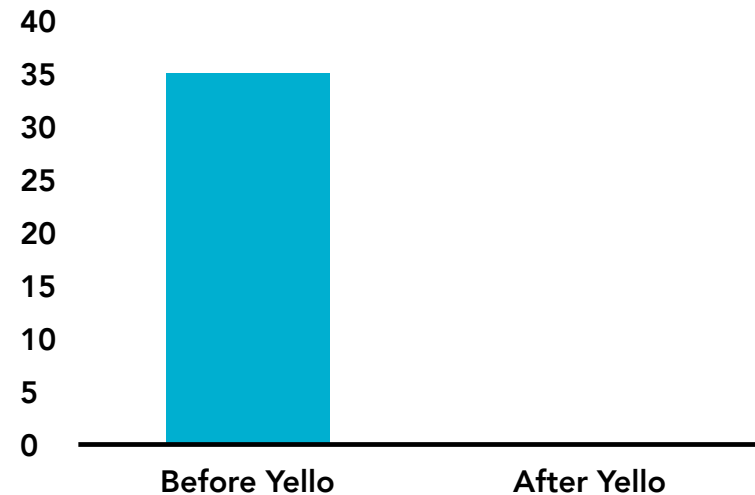
Percentage increase in job board applications since implementing Yello

Taleo 2019	Yello 2020	% Increase
3,442	10,927	217%

5,000 interviews completed or in process in less than 3 months since onboarding with Yello

Yello’s job board eliminated 30 to 40 candidate emails per day – saving the team valuable time every single day.

Before Yello, candidates would email recruiters due to the cumbersome login process needed to apply within BluePearl’s ATS. Now, candidates can apply for roles and express interest without a username and password — and BluePearl can repurpose that admin time with more strategic work.



THE CHALLENGE

Slow hiring due to manual processes and scheduling

BluePearl Specialty + Emergency Pet Hospital is a network of emergency and specialty veterinary hospitals throughout the United States. Their 18-member talent acquisition team includes DVM (Doctor of Veterinary Medicine) recruiters, non-DVM recruiters and onboarding staff. The team's hiring efforts support BluePearl veterinary hospital operations in 26 states.

With their veterinary hospitals averaging a 40% caseload increase since the COVID-19 pandemic hit, the BluePearl talent acquisition team needed to be able to fill DVM and non-DVM roles as quickly as possible.

The nature of those roles already made recruiting a challenge: DVM roles are in high demand/short supply and can take years to attract, engage, offer and fill; non-DVM or non-clinician roles are high volume and feature a much shorter acquisition process.

An ongoing roadblock to their recruiting efforts for all positions was an antiquated job board. Applications required a cumbersome login process and candidates had trouble navigating the form.

Often, candidates were not able to submit an application due to the confusing process — resulting in an average of 30-40 troubleshooting emails per day from potential candidates.

The team was concerned about keeping interested candidates engaged enough to submit the application and not drop off due to frustration.

Also, the team's reliance on manual scheduling processes and other administrative tasks took time away from their key goal: attracting and nurturing top talent. BluePearl needed a solution to enhance the candidate experience and empower their recruiters to work more efficiently.

To improve the application process and reduce admin tasks, BluePearl selected Yello. Now, since moving to Yello's Job Board, Application Workflows and Interview Scheduling, BluePearl has seen a 217% increase in applicants.

THE RESULTS

More applicants, faster hires

Using Yello, BluePearl was able to streamline the hiring process from application to interview – creating a better experience for candidates and recruiters.



Increased application volume, less drop off

A more user-friendly job board makes it easier for candidates to search for jobs and apply in seconds, resulting in fewer drop-offs and a significant increase in applications.

Yello's Job Board is mobile-friendly and features a quick-apply form, driving a 217% increase in applications compared to a traditional ATS.



Improved candidate experience and interview experience

Frequent automated candidate touchpoints keep candidates engaged throughout the process, and smarter interview scheduling eliminates back-and-forth for recruiters and candidates.

Yello's Interview Scheduling empowers candidates to self-schedule simple interviews like phone screens, and uses AI to schedule complex panel interviews in 60 seconds.



Eliminated recruiter tasks, saving time

Once candidates apply, recruiters can organize and pipeline talent — then automate candidate progression and follow-up tasks by adding them to a pre-built application workflow.

Yello's Application Workflows eliminate manual work for recruiters by sending automated confirmation emails, interview invites, evaluations and more based on custom triggers.



More proactive pipeline building

BluePearl can now save applicant data to build their growing talent community. So even those who might not fit the current role have the potential to be nurtured into viable candidates for future roles.


***Yello's Talent Communities** empower candidates to share their information and resumes before a role opens up, so you can hire faster in the future.*



Flexibility with virtual tools

As BluePearl navigates the new normal, built-in virtual recruiting events and video interviewing have helped the team keep hiring top candidates — even when they can't meet in person.

***Yello's Virtual Recruiting Events** allow the team to plan and host virtual webinars and livestreams to engage and hire students at target schools. Yello's Video Interviewing has simplified virtual interviews with a simple, one-click access portal — no additional logins or downloads required.*



“The candidates self-schedule, and it’s all done virtually. It’s generally going to be multiple people doing the interviews, and we can do interviews on different days if the candidate needs to. It’s a lot easier to schedule using Yello.”

Courtney Krieger, Director of Talent Acquisition, BluePearl