

Client Spotlight

Powering Recruiting Efficiency with Yello

Learn how Crowe eliminated weeks of manual work for their staff by powering on-campus recruiting efforts and hiring events with Yello.

By the Numbers

Saving Time on Campus



Time Savings

Estimated admin time per event:

Before Yello: 60 minutes

After Yello: 15 minutes

With more than 200 events per year,

that represents nearly 175 total hours saved

(That's more than 4 full 40-hour work weeks!)

"After events, we'd have a large stack of 200+ event forms and then we had to sort through the stack, match them up to the resumes, and then upload those to our ShareDrive so each recruiter could go in and see who might fit their geography. It was very tedious, manual, inefficient. Now, everything is entered in Yello, and an activity that would take us an hour now only takes us 15 minutes."

BRIAN BUCHHEIT
University Talent Acquisition Leader

2020 Goals

Projected to bring in **900+** campus hires

from **80+** target schools nationwide.

Event Details

223

Events Attended

12,280

Candidate Resumes Added

1,194

Candidates Scheduled

9,083

Evaluations Submitted

Crowe is one of the largest public accounting, consulting and technology firms in the U.S. With deep expertise across a wide range of services and industries, Crowe looks to key target school partners where they recruit candidates from multiple majors, including in-demand technology and analytical fields.

"It makes things easier, especially for our clients. We looked antiquated — we're a tech firm and we were using paper to evaluate candidates. Now that we have the ability to record data and leverage it so easily, it's been a boon for our clients because we're making their lives easier."

BRIAN BUCHHEIT
University Talent Acquisition Leader

Their campus recruiting team of about 15 people is responsible for hiring full-time and intern candidates from more than 80 schools. The team categorizes schools into two groups: strategic and core geographic. Strategic campuses are schools where Crowe is investing heavily and visiting frequently throughout the year. Core schools are also essential to their overall strategy, but are approached with more targeted (geographic specific) or virtual tactics to achieve results more efficiently.

Over the past five years, Crowe has averaged about 100 additional intern and full-time hires each year — topping out at just over 900 hires in 2019. While the 2020 firm campus goals are currently projected to be around 900, the campus team is expecting to exceed those goals again.

Even as Crowe was increasing hires and exceeding goals each year, their process wasn't ideal. Working with paper resumes and evaluation forms required hours of categorizing, scanning and uploading after each event — only to run into delays when hiring managers struggled to review PDFs in a non-intuitive ShareDrive repository.

Yello has helped Crowe eliminate those tedious admin tasks and roadblocks with a centralized, digital platform that streamlines on-campus recruitment events from planning to follow-up. Leveraging Yello's recruitment events, candidate evaluations and candidate engagement tools, Crowe can save staff time while providing a standout candidate experience — helping them hire their largest class of interns and full-time hires yet.

In order to get the most out of their presence on campus, Crowe leveraged Yello's recruitment events solutions to streamline on-campus engagements from start to finish.

Recruitment Events

Crowe manages on-campus events for more than 60 schools with Yello, helping their team streamline everything from staffing and logistics to digital candidate check-in at the booth.

Candidate Evaluations

The company uses generic and technical evaluation forms to easily collect feedback at every stage of the hiring process — all stored in one place to accelerate follow-up and next steps.

Evaluation Workflows

Crowe uses configurable workflows to automate key parts of the evaluation process like staff assignments and reminders, leading to faster feedback loops and hiring decisions.

Campaign Emails & Texts

Promoting both open roles and on-campus events, the team uses Yello's email and text campaigns to engage talent and build their brand with students.

Centralized Candidate Profiles

Crowe eliminated stacks of paper resumes and time-consuming manual uploads with Yello, switching to a centralized repository that made sorting and identifying top candidates easier.

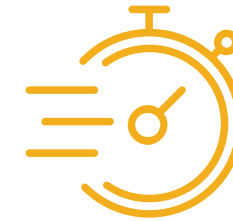
"Yello doesn't change our process — It streamlines things. Now when we have data, it's centralized and it's just much easier to sort candidates, compare candidates and give our team an idea of our progress on campus. "

BRIAN BUCHHEIT
University Talent Acquisition Leader

Using smart digital processes and automation, Crowe has been able to save staff time and provide a better experience to ensure they never miss out on top candidates.

“Yello’s allowing us to not miss on top candidates. With a paper process, it’s so easy to overlook candidates or get lost in the process. Now it’s very hard for that to happen because Yello makes it easier to sort out our top candidates and reach out to them right after an event to let them know what an impact they had on us at the event — and that makes us have an impact on them.”

BRIAN BUCHHEIT
University Talent Acquisition Leader



Expedited Hiring Process

With streamlined evaluations powered by automation, Crowe can quickly identify top candidates and expedite next steps to secure those students before the competition.



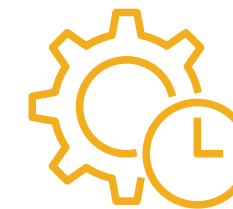
More Top Candidates

Accelerated follow-up and turnaround times after events means the company can create a memorable, stand-out experience for top talent — ensuring they don’t get lost in the shuffle.



Centralized Hiring Pipeline

With all candidates tracked in a centralized platforms, hiring managers and recruiters can easily review options and sort talent to narrow down potential best fits.



Decreased Admin Time For Staff

Crowe has cut down on data entry and manual, paper-based campus recruiting process — empowering recruiters to work more strategically and focus on driving ROI.