Better visibility. Better value. Better hiring.

Power Engineers have their eyes set toward the future, but their offer letter creation process was stuck in the past. Keeping pace with their ambitious recruiting efforts required a simplified, streamlined process that maximized visibility and value.

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As one of the top power firms recognized in the 2023 ENR Top 500, Power Engineers knows talent acquisition is key. The company's roster clocks in at nearly 4,000 employees, 974 of whom were added in 2022 alone. Needless to say, the recruiters and hiring managers at Power Engineers stay busy adding top talent and fulfilling the company's aggressive growth goals and position among the largest power delivery detail designers in the country.

Maintaining that sort of growth is not an easy task. The effects of a tight labor market and economic pressures from the COVID-19 pandemic put those challenges into even sharper focus - just ask Wendy Gould, Talent Acquisition Department Manager. In the time she's been with the company - Wendy joined the firm in 2003 - she's seen the employee roster expand nearly 700%.

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The Challenge

Power Engineers — or simply "Power", as employees affectionately call the company — is no stranger to thinking outside the box when it comes to attracting and hiring talent. One of the most effective and unconventional recruiting tools used during the 1980s was a vending machine that the company re-engineered to dispense cans of beer.

While adult beverages no longer have the draw they once did as a hiring tactic, the company needed a new way to position themselves to prospective employees. Assembling their 10-page job offer and compensation packages by hand was time-consuming and inefficient, to the frustration of hiring managers and recruiters alike. Those feelings weren't just felt internally. Candidates had to sort through page after page and try to figure out all the valuable information in the offer, causing the firm to miss out on top talent before they could even start.

Complicating matters more, the hiring team had no insights about the offer status after it was sent. Short of calling and asking the candidate directly, there was no insight into whether the offer had been successfully received or opened nor any insights into which parts of the offer were of most interest.

For a firm like Power with ambitious recruiting and hiring targets, that manual process and lack of feedback or insight wasn't sustainable given their growth goals.

The Opportunity

Making the case for why a candidate should join Power - especially when competing offers were on the table - required an approach that clearly summarized the complete value of the proposed offer. To address the speed and workload issues for Power's talent acquisition team, the solution also had to be easy to manage and scale.

CandidateRewards — a recruiting tool similar to TotalRewards Builder, which the team was already using to communicate the value of the compensation package to existing employees — made that possible.

With CandidateRewards, even the most complex employment offers can be generated within minutes, and candidates can quickly and easily see the total value of their compensation package without having to dig through multiple pages. For recruiters and hiring teams, they get real-time data about how a candidate is interacting with the offer. There's no confusion or wasted resources - just an easier, more streamlined way to increase acceptance rates and make progress toward the company's growth goals with the right talent.

What's more, the new system didn't tax IT or the HR team with complicated set-up and integration requirements. When the time came to implement CandidateRewards, the process was quick and easy. Because Power was already using TotalRewards, the groundwork for a smooth launch was done. Populating data in a few specific fields was all that was needed.

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The Outcome

Prior to implementing CandidateRewards, the absence of performance metrics made it difficult to gauge Power Engineers' recruiting efficiency and success.

Compare that to now. Power's rate of offers accepted for mid- and senior level roles stands at 81% — a significant gain over the industry average that ranges between 65-75% according to a recent Ashby study. When the level of competition for similar roles is factored into the equation, that statistic becomes even more impressive.

The benefits go beyond successful hires. Hiring teams have actionable insights about when a candidate opens an offer, how much time a candidate spends reviewing their package (seven minutes on average, according to the firm's analytics data), and how many times an offer is opened before a decision is made.

Armed with this information, Power's hiring managers and recruiters can pinpoint the right time to follow up with a candidate, and understand how and when further conversation might help candidates become employees. Perhaps the best nod to CandidateRewards is how the prospective employees feel about it. New hires frequently mention the streamlined offer presentation and summary total compensation views as a reason they decided to join the team.

About CandidateRewards

CandidateRewards is a solution of TotalRewards Software, a private company founded by business and technology professionals with a mission to deliver high quality and cost-effective total rewards marketing solutions to employers worldwide. The cloud-based application creates digital offer experiences for candidates and more engaging, dynamic employee total rewards microsites to promote employee engagement and retention. TotalRewards Software supports clients in more than 40 countries across five continents, including industries such as retail, manufacturing, construction, non-profit, education, financial, insurance, professional services and technology.

To see CandidateRewards in action, request a custom demo or try it free on your highest priority job opening.

CandidateRewards
powered by TotalRewards Software