

Talentstream Recruit and Aurico Turn Ariens' Recruitment Strategy Around



CASE STUDY



Company Profile:

Established in 1933 in Brillion, Wisconsin, Ariens Company is a leading manufacturer of outdoor power equipment for both consumer and professional use. The privately-owned and operated company is currently in its fourth-generation of Ariens family leadership. Ariens Company employs nearly 2,000 people, with operations both domestically and internationally.

Problem:

Ariens, a successful, family-owned manufacturing company, was having trouble finding quality candidates to fill key positions for its Brillion, Wisconsin location. The company's challenges could be traced back to a number of reasons. First, the company is based in a very rural area of Wisconsin, which made it difficult to find a substantial pool of candidates – let alone build a pipeline for the future. While Ariens had a career site for prospective candidates, it was difficult to navigate and they had no way of tracking all their candidates or measure any metrics, including time to hire.

Complicating matters even further, Ariens had no formal screening process in place to weed out unqualified candidates. The company was facing stiff competition recruiting top talent from other larger companies in the area and needed a more proactive recruitment strategy. Ariens did not have a clear recruitment strategy and were not spending their recruitment advertising dollars in the most efficient way possible, which was affecting their bottom line.

Perhaps one of Ariens' biggest challenges was that the company did everything on paper; nothing was digital. Without an online system to automate tasks, keep track of candidates and easily retrieve files, the recruiting and hiring process was extremely tedious and time-consuming. It was also overly complicated: Employees looking to hire candidates had to track down multiple people within the organization for signatures and approvals, which was time-consuming and inefficient. As a result of all of these factors, the company struggled with hiring and turned to CareerBuilder for help.

Solution:

CareerBuilder suggested Talentstream Recruit, an intuitive applicant tracking system (ATS), which would enable Ariens to effectively attract more quality talent, keep track of candidates and streamline their recruitment process. Talentstream Recruit made it easy for Ariens to manage and communicate with candidates.

Once Ariens had successfully implemented Talentstream Recruit it was easy to add Aurico's background and drug screening services. Background screening was necessary to bring in the quality candidates Ariens needed, but the process was often time-consuming and complex. Aurico eliminated those barriers with its fast turnaround time and hands-on, personalized customer service.

As a result of their partnership with CareerBuilder, not only did Ariens' HR team finally have a seamless recruitment process, by eliminating its workflow challenges, there was more time to dedicate to other initiatives. This also allows the Ariens recruiting team to partner more effectively with the hiring managers, ultimately helping move their business forward.

With the integration of Aurico into Talentstream Recruit, Ariens immediately saw impressive results. Where background and drug screening once took up to two weeks, background checks only took two days, and in some cases drug screens came back the same day. Thanks to this quick turnaround – and the ease and convenience Aurico's interface provides – Ariens can extend offers to candidates more quickly, helping to ensure they are still available to accept.

Client Testimonials:

“With other vendors, I waited two weeks to get drug screen results and candidates would be told to go to a clinic four hours away – it was a terrible candidate experience. Now I get drug screen results the same day, and the background check usually comes in the next day or two after that

“CareerBuilder offers customer service that no other company has today.”

“The automatic routing of candidates through the workflow has been amazing.”

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