



Enterprise fills 605 positions in 9 months with Glassdoor

Drives 24% higher conversion with Glassdoor for critical Management Trainee position.

COMPANY BACKGROUND

Company: Enterprise

Industry: Retail Transportation

Customer Since: August 2011

Key Positions to Fill: Management Trainees

Solutions Used: Featured JobAds™, Enhanced Employer Profile, Targeted Display Ads

SUCCESS HIGHLIGHTS

- 465 Management Trainee hires across locations in US & Canada
- 140 additional hires sourced from Glassdoor profile
- Conversion rate for Management Trainee hires 24% higher than other channels
- 130% increase in profile traffic

Introduction

Enterprise has been a pioneer in the transportation services industry since 1957, providing affordable, quality vehicles to help get millions of motorists on their way. Maintaining high customer satisfaction is a critical factor in the company's success. To ensure that focus on service continues, Enterprise invests heavily in its Entry-Level Management Training Program. Each year, the company hires more than 8,000 recent college graduates making Enterprise the largest college recruiter in the United States. Enterprise has been repeatedly named one of the best places to start a career by numerous publications. The Management Training Program gives recent graduates the development and experience needed to become the company's next generation of leaders.

Challenge

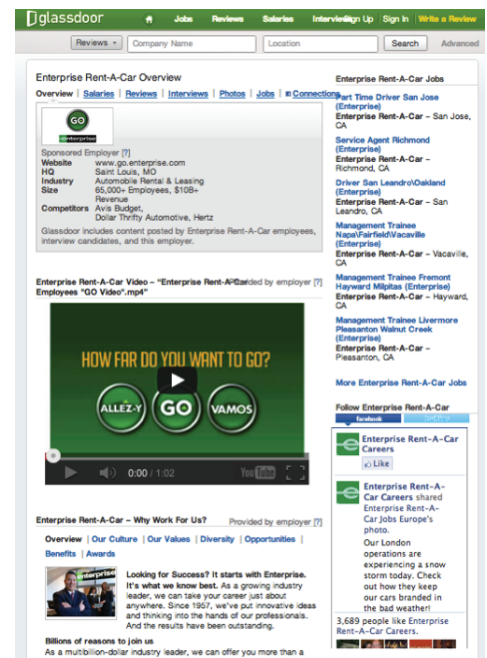
How do you convince college grads that a rental car company is the perfect springboard for their career?

While Enterprise has been successfully communicating the benefits of starting a career at Enterprise for years, Glassdoor's format of giving real employees the ability to comment on their own experiences provides authentic confirmation, support and reinforcement of the Enterprise Employee Value Proposition being told to candidates every day.

Solution

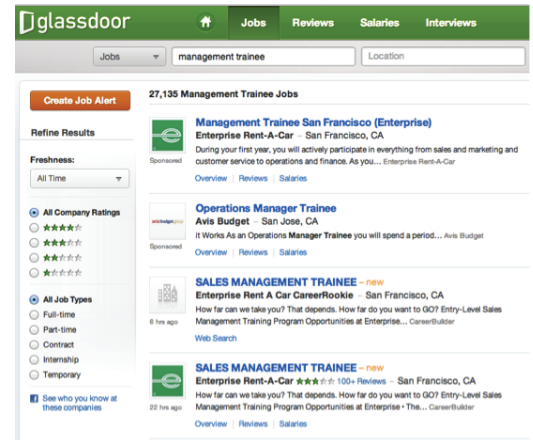
Using Social Media to influence candidates with an interest and commitment beyond the norm.

Investing in a social recruiting strategy, Enterprise created a dynamic Enhanced Employer Profile to expand its recruitment marketing efforts to engage the millions of visitors who come to Glassdoor each month to learn about jobs and companies. Showcasing the company culture, benefits and recent industry awards has provided potential candidates with a better understanding of what it's like to work at Enterprise.



This information allows candidates to make better, more informed career choices. In tandem, Enterprise continues to ask current employees to provide the Glassdoor site with reviews and interview experiences to best reflect and represent the overall employment experience.

Enterprise’s profile page has become a great recruitment tool. Leveraging the profile content, Enterprise partnered with Glassdoor for a recruitment campaign using Targeted Banner Ads and Featured JobAds™. This highly targeted, pay-for-performance campaign attracted thousands of potential candidates based on their previous interaction with social networks and Glassdoor’s user generated content. The power of this approach is that candidates who are sourced in this environment have proactively chosen to engage with Enterprise as a potential employer, signaling a level of interest and commitment far beyond what’s required to ‘click to apply.’



Results

Increased engagement results in increased conversion.

By combining these solutions, Glassdoor proved to have the best conversion for management trainee hires compared with other recruiting partners. The level of engagement on the Enterprise profile increased sharply, with traffic rising 130 percent during the 9-month campaign. This placed their open jobs in front of more qualified candidates with greater frequency. As a result, Enterprise made 465 hires across the U.S. and Canada, specifically for their mission-critical Management Trainee position.

Glassdoor’s solutions resulted in a 24 percent higher conversion rate for this program versus what Enterprise typically achieves utilizing other channels. In addition, more than 140 non-Management Trainee hires were made from other job postings on their Enhanced Employer Profile—completely outside the scope of their targeted campaign.

“Social recruiting is changing where and how we find qualified candidates”, said Marie Artim, Vice President of Talent Acquisition at Enterprise. “Our partnership with Glassdoor has produced great results to date. In particular, it has provided us a new channel to hire the talent that is the backbone of our company, and continues to help make us a great place to launch and grow a career.”

- Marie Artim, Vice President of Talent Acquisition