

# SEVENSTEP

## CASE: Inefficient Process / No ATS

# How Seven Step helped a national dental provider construct an efficient hiring process for high volume hiring

### Challenges:

When a private equity firm bought a national dental provider they identified talent as a gap in revenue generating positions such as dentists and dental hygienists. Their lack of ability to attract and retain talent was seen as a major impediment to growth. They needed to hire high volumes of corporate and clinical personnel, but had no consistent process to do so. Their de-centralized model had line of business leaders using ad hoc recruitment and hiring processes. They had no sourcing or recruitment marketing strategy, nor did they have an ATS/CRM tool to track requisitions and applications. Talent acquisition had become incredibly challenging and frustrating for both hiring managers and candidates, and threatened the company's ability to compete in their market.

### Solution:

The company turned to Seven Step for a transformative solution to help combat these challenges. We quickly standardized an implementation plan, workflows, sourcing and recruitment strategies, and built reporting methodologies to create efficiency and align everyone on the same process. We helped the company select and implement an ATS/CRM to track the status of requisitions. Seven Step also improved their employment brand by optimizing their career site, social media campaigns, targeted marketing, and built a talent community to develop strong pipelines in a competitive market.

### Results:

Seven Step implemented the ATS/CRM in 45 days, hired 111 people in the first 60 days, and built 35 unique talent pipelines within 90 days. The company had 1,648 members join their talent community within 30 days post-launch, had 5,252 sourcing leads, and 4,820 applications within the first 60 days. The organization now has a streamlined, standardized hiring process to compete for high volumes of scarce talent. They continue to hire the people they need to meet their strategic and patient care goals.

### AT A GLANCE

**Company:**

National dental health care organization

**Solution:**

End-to-end RPO

**Positions:**

Corporate and clinical roles: Dentists, Hygienists, Dental Assistants, Patient Care Coordinators; Dental office personnel

**Volume:**

1,450 hires / year

**Regions:**

United States; 18 States, 375 locations

**Results:**

- 35 unique talent pipelines built in 90 days
- ATS implemented in 45 days
- 4,820 applications within 60 days