

BLACKBOARD CUSTOMER STORY.

INDUSTRY: Education Technology & Services	ASCENDIFY PLATFORM COMPONENTS: TRM and ATS	NUMBER OF EMPLOYEES: 3,000+	INCREASE IN APPLICANT FLOW WITH ASCENDIFY: 300%
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James Collins
Sr. Director for Global Talent Acquisition

Blackboard's mission is to reimagine education by partnering with the global education community to enable student and institutional success, leveraging innovative technologies and services. The company employs over 3,000 people worldwide, and aims to be education's partner in change.

Blackboard needed a simple, impactful way to move its candidates from “interested” to “applicant”, and felt that their legacy systems weren't functioning as partners. Accessing passive candidates was a need that wasn't being fulfilled, analytics were nearly non-existent, and the company felt “bottlenecked and completely inefficient”, according to James Collins, Blackboard's Sr. Director for Global Talent Acquisition.

The company's internal recruiting process was becoming expensive, and managers were losing patience as time to hire increased. Moreover, Blackboard had an urgent need for an innovative, mobile responsive application, as much of their hiring was being done in rural areas in which users only had a smartphone to use to apply for employment.

Collins and his team explored many other solutions to help them solve their problems, yet weren't seeing the “evolutionary” platform they needed - just “more of the same” - before settling on Ascendify and its data-driven, intelligent Talent Acquisition platform.

Ascendify was chosen as Blackboard's TRM and ATS thanks to the Ascendify platform's reach, overall simplicity, mobile friendliness and advanced talent engagement tools.

WHAT HAPPENED NEXT.


With Ascendify's TRM and ATS successfully integrated, **Blackboard saw a 300% increase in its applicant flow from its careers page** — from 10% of visitors applying to well over 50%.

The company's career page was instantly improved, and provided a natural flow to the talent communities and applying for roles. Higher click-throughs have meant many more applicants, and a stronger talent pool from which to choose.

The ability to easily communicate directly with talent has been key to their success with Ascendify. The way their Talent Community seamlessly integrated with their Careers page was an "instant win", as there had been very little traffic to the recruiting portion of their sites before.

After implementing Ascendify, Blackboard reported that they routinely received comments from applicants such as "this is the easiest application I've ever had to fill out".

With many of its talent acquisition challenges now overcome, Blackboard is now looking to further expand its Talent Management capabilities, with a strong eye to succession planning to help boost internal mobility, as well as to expanding candidate engagement by means of surveying tools and other advances.

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About Ascendify.

Ascendify's Intelligent People Management™ platform reinvents how companies attract, develop and inspire their talent. Built for global organizations, Ascendify integrates machine learning and predictive analytics into recruiting and talent development with one seamless platform. Headquartered in San Francisco, Ascendify's customers include GE, Cisco, Panasonic, Disney, Deloitte, and Marriott.