

BUILDING THE FUTURE OF WORK.

When GE began its digital transformation five years ago, it realized that to compete in attracting and retaining the best technical minds in the world, its legacy HR tools were inadequate. Today's talent, especially information workers, demand a great user experience and a frictionless way to develop within their careers.

How GE Leverages Ascendify

In order to accomplish its digital transformation, GE needed to overhaul its recruiting and talent management strategy. As a first step, they determined what capabilities, roles, leaders, and teams were needed. Additionally, they needed to better manage employees throughout the hire-to-retire lifecycle. It's all about the people. GE tapped Ascendify to partner for this journey. Today, the GE Digital function has grown from 500 people to a 28,000-person organization with a global presence using Ascendify as the foundational platform.



Smarter, Data-Driven Decisions

GE leverages Ascendify's Intelligent People Management Platform, built on the foundation of a competency-based recruiting model to improve the quality of hires. The GE leadership teams defined competencies and capabilities across all job roles based upon their highest performers, and now the recruiting teams utilize this capability framework to intelligently assess, compare, and select candidates that best match the job role profile. With a single platform for data analytics, GE can track the full candidate journey, including all the moments of influence leading up to successful hires. This allows GE to track their recruiting spend and optimize it based on the best-performing sources.

“GE has more than 300,000 employees at work in more than 170 countries. We're excited by the potential of Ascendify's unified platform to improve the effectiveness and efficiency of managing our global workforce. We're already experiencing a significant increase in productivity.”



Lisa Coca
GE Ventures

Aligned Candidates to the Right Job at the Right Time

With one, unified talent platform, GE is able to look internally and externally for the best person to fill a role at the right time. Ascendify's capability framework intelligently surfaces candidates that match the requirements for a role. To date, GE Digital has added nearly 4 million candidates to Ascendify's application, many of which are pipelined so that GE can easily find the right candidates for any role. **This dramatically shortened GE's time to hire by 70% with a reduced time to delivery of hires from 10-15 weeks to 2-5 weeks.**

Self-Service Career Development

To help employees navigate their way to their next career inside the company, GE used Ascendify to build a career portal which allowed employees to identify their skill gaps and link themselves to the necessary learning assets in their learning systems (LMS) so they can grow and develop. Additionally, employees can explore others careers inside the company that may be of interest. By turning over the control of career growth to employees, GE saw increases in retention and engagement.

“At GE, we created GE Digital and needed people to drive our transformation. We used Ascendify's talent acquisition platform to hire and recruit digital talent and its talent management platform to develop, grow and promote talent into the right roles for our future.”

Jen Waldo
GE CHRO



IT'S ALL ABOUT A GREAT FIRST IMPRESSION – WITH ASCENDIFY.

Ascendify's talent communities and candidate relationship management has enabled GE to build its employer brand. It now attracts and nurtures relationships with a digital, social and mobile talent pool that demands a more modern approach to recruiting.



Prior to the launch of Ascendify's talent acquisition capabilities, there was a 90% drop-off rate from mobile devices.



Post-launch, candidates can connect with GE by joining a talent community, and without formally applying to a job.



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.