

PANASONIC SAVES \$350K AND CUTS TIME TO FILL BY 50% WITH ASCENDIFY.

Panasonic, the global electronics manufacturing and solutions company, was facing a problem similar to many companies: they had a well-known consumer brand, but their employer brand was lacking. They wanted to transform the Panasonic brand to be synonymous with a company to work for – not only to work with. They also wanted to improve the candidate experience, save money on external agency recruiting and hire people quickly.

Challenge

The first step in attracting the top talent Panasonic wanted to source was to update their career site with more engaging, relevant content. However, Panasonic was experiencing some problems:

- There was only one career site for all opportunities.
- Despite having many business units, Panasonic was unable to showcase all of them.
- The site was not mobile or user friendly, causing high drop off rates throughout the application process.
- The system didn't allow Panasonic to curate a personalized journey for candidates, resulting in a longer fill time and higher outsourcing costs.
- Panasonic didn't have a unified recruiting platform for all global teams.
- Panasonic's hiring processes didn't enable teams to effectively assess candidate quality beyond technical ability.

Panasonic's applicant tracking system (ATS) limited the team in terms of efficiency and engaging with candidates. Overall, recruiters and hiring managers had difficulty collaborating throughout the process.

Goals

Panasonic needed an innovative recruiting technology solution that would help them address four objectives:



Decrease time-to-fill by at least 35%



Redefine employer brand



Increase overall quality of hire



Reduce external agencies by 50%

“Ascendify truly partners with us to understand our needs and support our goals. Our shared vision gives me confidence that Ascendify will grow and innovate to meet the demands of the future of recruitment.”



Anastasia Bartolucci
Senior Manager, Global Talent Acquisition & Brand at Panasonic

Solution

Panasonic decided to partner with Ascendify, rolling out the solution in phases. With Ascendify, recruiters could easily upload, tag and manage candidates across their journey, build strategic pipelines, and collaborate with the hiring managers in a much more efficient manner:

First Phase

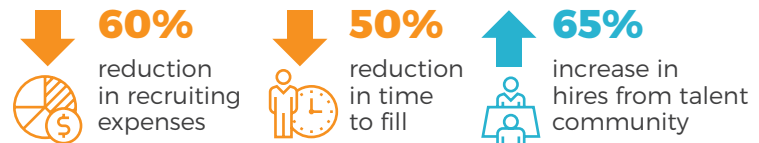
Panasonic implemented Ascendify as their recruitment marketing platform for five of their global divisions. Together they launched mobile responsive talent communities, providing candidates a modern, seamless experience and a clear understanding of the Panasonic employee brand.

Second Phase

Panasonic replaced their ATS with Ascendify, implementing the end-to-end talent acquisition platform. This unified platform allows Panasonic to track candidates across their journey, including every position they've applied to, every engagement touchpoint, and their current hiring or onboarding status.

Results

By partnering with Ascendify, Panasonic saw a dramatic increase in attracting top talent. The new talent communities provided a seamless experience for candidates and became the primary source for hiring. Utilizing Ascendify's competency framework, they improved the quality of hire through a consistent and data-driven way to evaluate candidates. The user friendly platform also increased collaboration and efficiency, significantly reducing the time to fill and costs previously spent on recruitment marketing agencies. In fact, **Panasonic saw full return on investment within the first three months of using Ascendify.** Finally, Panasonic has a unified talent acquisition platform where they can easily track the performance of their recruitment activities in order to optimize their future spend.



“We looked at all other enterprise-class software including Taleo and Workday, but Ascendify was the best end-to-end talent platform that combined a CRM, ATS, referrals, and onboarding into one platform, and built for our large, global needs.”



Anastasia Bartolucci
Senior Manager,
Global Talent
Acquisition & Brand



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.