



## CSG

# CSG Boosts 377% in Completed Applications Since Implementing Phenom People

CSG offers an interconnected solution of all digital communication providers for global organizations. Their company brand is outstanding in attracting clients, and they had a goal of making their employer brand just as strong in order to engage the eye of prospective new hires.



*The Phenom TXM platform allows me to campaign to candidates who never completed an application. You can't put a price tag on that.*



**MAXIMO ROCHA**  
Executive Director,  
Talent Acquisition & Employment  
CSG

### The Challenge

CSG was trying to attract talent using traditional systems, however, this approach was not impactful enough to fill open positions with the right talent. Additionally, they required a solution that integrated seamlessly with Workday Recruiting in order to avoid jumping around from platform-to-platform in their day-to-day.

In order to improve their efforts, Maximo Rocha, Executive Director of Talent Acquisition, recognized the gaps that needed to be resolved:

- missing imperative data to make business decisions
- attracting enough talent to their career site
- targeting passive candidates

What they needed first was better data and more of it. There wasn't any way to see where their talent was coming from, what pages they were visiting, and how long candidates were on the career site. The data they did have access to could not be leveraged properly in order to track and measure recruitment ROI.

In order to make modifications to their career site, they had to hire a third-party vendor who worked with their marketing team. This method was not agile enough to keep up with the needed pace of change. Candidates who came to the site but didn't apply, turned into a lost opportunity because they lacked the ability to convert passive candidates into applicants.

## ROI WITH PHENOM TXM

3MIN

average time spent on site

95%

maintained 95% in quality of hire

184%

increase in career site traffic

4MIN

decrease in apply time from 13:05 to 9:03 minutes

70%

increase in hiring output year over year

### The Solution

CSG adopted Phenom's Talent Experience Management (TXM) platform as it resolved the gaps in their recruitment strategy and gave them the ability to measure success.

The AI-driven solution, completely integrated with Workday Recruiting which provided an unbroken workflow and more efficiency. The team was able to attract and discover new talent with a hyper-personalized career site while engaging with passive candidates via targeted campaigns. And with data on how effective their recruitment strategy performed, they optimized business decisions.



*That [Phenom's Workday integration] was critical for me. The last thing I want to do is give my recruiters yet another tool where they're having to manage two different items.*

— MAXIMO ROCHA

### The Results

Immediately after partnering with Phenom People, CSG's talent acquisition team was able to:

- Accelerate their recruitment strategy with the ability to constantly monitor, evaluate, and adjust tactics based on real-time analytics and reporting
- Gain the independence and agility to edit the career site's format, layout, and content via the CMS
- Target passive candidates with email campaigns from the CRM to drive higher conversions to their open roles
- Avoid multiple point products with a unified solution for Career Site, CMS, and CRM
- Bypass having to log into multiple solutions with the integration between Workday Recruiting and Phenom People

CSG was floored by the impact Phenom's TXM platform had on their recruitment strategy. Maximo now can have the employer branding team easily go onto the career site and change text, add a video, or move widgets around on the fly. Plus, they have complete visibility into passive job seekers with the ability to initiate conversations with them and broaden their qualified talent pools. **"You can go with 4 or 5 different providers or you can work with one robust solution," said Maximo.**

### About CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow Electronics, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iflix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

#### Career Site

<https://careers.csgi.com/>

#### Headquarters

Greenwood Village, Colorado

#### Employees

4,000+

#### Industry

Computer Software

#### ATS Used

Workday Recruiting