

Holding on to great talent

Company

Public Financial Corporation with Southeastern HQ. 10,000+ employees, with 1500 banking offices across the United States, providers of consumer and commercial banking.

Company challenge

More than 65% of the Corporation's employees serve in customer-facing roles, because of that, the company felt the need to increase the diversity in their workforce in order to better serve their customers. However, the efforts the Corporation previously put into hiring diverse candidates yielded very time-consuming results. Additionally, once the Corporation was able to locate diverse talent, many of those candidates were not the right for a particular branch and were then released from the company's internal hiring system. However, one solution that wasn't considered was retaining that talent to possibly serve another branch within the company.

Solution

Once Joonko's solution was connected to the Corporation's recruiting software, diverse candidates were shared with internal recruiting teams in order to match those candidates to other relevant open positions within the company. The Corporation is extensively using Joonko's Talent Retainer feature to enable hiring teams to retain previously sourced candidates. This feature provides the company with the ability to utilize those previously sourced candidates for the benefit of other branches seeking the same kind of talent. With a total of 88% of applicants streamed by Joonko candidates from the Talent Retainer were eventually hired for other various positions within the company.

Within the 1-month period

1.5x

Increase in incoming diverse applications

7

Hours saved weekly on active sourcing

Within the 3-month period

50k\$

Saved in company's cost-per-hire annually and save on general recruiting costs

35%

Reduce in time-to-fill open positions with qualified and vetted candidates

"Joonko has changed the way we source diverse talent. Since diversity recruiting is a cross-company challenge, we enjoy the Talent Retainer feature which enables us to not only passively attract great talent, but also maintain the talent we were previously struggling to source. Likewise, this feature gives us the opportunity to circulate that same great talent across all of our hiring teams".

-G., Senior Director, talent acquisition