CASE STUDY

How direct sourcing enabled Allstate to deliver an award-winning candidate experience and streamline the hiring process.

Company Background

Allstate, a leading provider of supplemental insurance coverage, engaged HireGenics to implement a direct sourcing program for their retirees, deployed to support a variety of roles including catastrophes and mediations. HireGenics partnered with LiveHire's award winning technology to improve the user experience for candidates and deliver more efficient hiring outcomes for Allstate.

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We deliver talent solutions that enable Allstate to respond quickly to catastrophes and help their customers in times of need. Working with leading technology platforms like LiveHire and SAP Fieldglass allows us to do this more effectively by mobilizing contractor resources and placing them into new assignments within hours.

– **Brandon Kahele**, Vice President Operations at HireGenics

Results At A Glance

<1 day
Time to hire

97%
of the Community are curated Talent Pools

37%
Job Invitation Acceptance Rate

9 minutes
Median Candidate Response Time via SMS*

Challenge

- The recruitment process was long, antiquated and needed a tech refresh to eliminate reliance on Excel spreadsheets and manual process steps

- Ability for the curation team to identify talent much faster, delivering predictive sourcing from the rich LiveHire federated profile

- Opportunity to improve the frequent redeployment of contractors, sometimes on multiple assignments, and better engage with talent by leveraging LiveHire's 2-way SMS capabilities.

Solution

HireGenics and LiveHire leveraged the Allstate brand to engage and redeploy their retirees rapidly into projects, assignments and catastrophe events such as Hurricane Ian. By leveraging LiveHire's unique system design, Allstate is able to continue to deliver best-in-class user experiences to their existing and prospective contractors in support of their clients. LiveHire has integrated their technology with SAP Fieldglass to deliver a more streamlined solution for the curation team. By using the LiveHire platform, HireGenics improves recruiter productivity and decreases the time it takes to redeploy talent. Candidates response times have dramatically dropped by 31 minutes in the first few months of going live. During their peak period in September, 1 in 2 candidates were responding in 9 minutes via SMS and placed into assignment within hours.