



CASE STUDY

How oOh!media transformed their recruitment process with LiveHire's Next-Generation

Company Background

oOh!media is a leading operator in the outdoor advertising and media industries in Australia, and one of the sector's fastest growing companies in New Zealand.

“ My team love LiveHire. It's enabled them to be more productive, to engage with their candidates in a simplistic but authentic way. I would absolutely recommend LiveHire. LiveHire is leading the technology in the Talent Acquisition space.

— **Alana Bennett**,
Head of Talent at oOh!media

Challenge

The past couple of years have seen oOh!media significantly increase their digital footprint, accompanied by a need to grow their workforce to facilitate this increase. Their existing ATS system's exclusive reliance upon job ads for talent sourcing meant they had access to a less than preferable fraction of the talent spectrum, while its limited capabilities made effectively screening the high volume of CVs and tracking candidates through the hiring process highly difficult.

Solution

The switch to LiveHire enabled oOh!media to develop a specific recruitment strategy that best suited their needs. The identification of critical talent areas within the company was met with respondent, active Talent Pools on LiveHire's modern ATS, increasing the company's speed to market and decreasing their time to hire. The centralised and intuitive nature of the LiveHire platform has streamlined the hiring process for the oOh!media team and allowed for simplistic, authentic two-way communication between the company and their engaged candidates.

Results At A Glance



7/10 candidates promote oOh!media after engagement



Winner of the CandE (Candidate Experience) Award in 2017 & 2018



Authentic & meaningful relationships