



COMPETING FOR TOP TALENT: HOW ZURICH NORTH AMERICA TRANSFORMED ITS RECRUITMENT STRATEGY WITH ADP®

Zurich North America has been a significant player in the insurance and financial services industry for more than 150 years. Founded in Switzerland in 1872, Zurich expanded to North America in 1912 to become a leading commercial property and casualty insurance provider with an individual life insurance component. Zurich prides itself on providing a family-friendly and community-oriented work environment.

Quick facts

Company:

Zurich North America

Headquarters:

Schaumburg, Illinois

Industry:

Insurance

Established: 1872

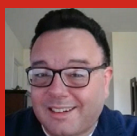
Employees: 60,000

ADP Products:

ADP® Recruitment Process Outsourcing (RPO)

Website:

zurichna.com



Michael Marzano

AVP, Director of
Talent Acquisition

With a commitment to hiring top talent, Zurich has refined its recruitment processes over the years. Michael Marzano, AVP, Director of Talent Acquisition, has been with the organization for nearly a decade. He plays a crucial role in shaping talent acquisition strategies, supported by ADP's innovative solutions.

Michael emphasizes the importance of long-term involvement in recruitment. His journey began as a contract recruiter, and he has progressed to overseeing talent acquisition strategies. This evolution underscores the value of retaining employees who grow with the organization and deeply understand its culture.

Business challenges

- Zurich faced challenges with limited access to a broader talent pool during its recruitment efforts
- They aimed to position themselves as a competitive player for attracting top talent in the insurance industry
- To improve the candidate experience, there was a need to implement a more effective applicant tracking system

How ADP helped

- Zurich has enhanced its reputation and attracted higher-quality candidates
- Zurich can now offer a superior candidate experience and value proposition
- Collaboration with ADP positions Zurich as an employer of choice in the competitive job market
- Analytics tools for data tracking and reporting allow Zurich to assess its recruitment practices continuously



Always Designing
for People®

"Having access to the insights we gather through our collaboration with ADP empowers us to make informed and strategic decisions within our talent acquisition efforts, allowing us to meet the needs of our organization effectively."

— Michael Marzano

AVP, Director of Talent Acquisition, Zurich North America

Leveraging ADP Recruitment Process Outsourcing (RPO) to help with hiring

Zurich utilizes ADP's RPO services to enhance its talent acquisition efforts. By partnering with ADP, Zurich benefits from advanced recruitment technology, market insights and access to a much wider talent pool. This partnership allows Zurich to streamline its processes, improve sourcing strategies and maintain its competitive advantage in attracting top-tier candidates.

"Having access to the insights we gather through our collaboration with ADP empowers us to make informed and strategic decisions within our talent acquisition efforts, allowing us to meet the needs of our organization effectively," Michael states.

A focus on the candidate experience

One focus area for Zurich was improving candidates' experience when applying for a role in the company. By ensuring a seamless application process and timely communication — including using ADP's automated messaging systems — Zurich has enhanced its reputation and attracted higher-quality candidates. Zurich has also begun to encourage feedback from its candidates to help provide valuable insights into continuously improving the candidate experience.

While the U.S. has averaged adding nearly 200,000 jobs each month, there has been historically low unemployment. This means there aren't enough workers who are unemployed or looking for work, and there are more jobs than candidates to fill open roles, signaling a highly competitive labor market.

"Zurich is in a particularly tough situation because the insurance and financial services sector only has a 2.7% unemployment rate," Michael says. "Additionally, voluntary turnover is decreasing as employees hunker down within their current organizations."

This creates a highly competitive talent market, so Zurich must offer a superior candidate experience and value proposition to attract top-tier talent. The company has found a high-touch, reliable partner in ADP to help it navigate this situation.

"We must adapt our recruitment strategies based on evolving market trends and candidate feedback," Michael states. "Through our partnership with ADP, we've gained valuable insights that help us stay ahead in attracting the right talent."

A technology solution that uses modern tools to attract talent

In today's digital age, leveraging technology, particularly the platforms offered by ADP, is essential to achieve efficient recruitment processes. This includes utilizing ADP's applicant tracking system to manage candidates, employing AI-driven sourcing tools to identify suitable candidates, and using analytics tools to measure recruitment effectiveness.

"The tools and resources provided by ADP have enabled us to streamline candidate experiences," Michael states. "This improvement in our processes has enhanced our hiring efficiency and contributed positively to our employer brand."

Building a strong employer brand is vital to attract top talent. Zurich actively engages in networking and showcases its culture, values and benefits through various channels, supported by ADP's marketing expertise. This collaboration positions Zurich as an employer of choice in the competitive job market, further enhanced by ADP's resources and outreach capabilities.

"One of the key advantages of partnering with ADP is our access to data insights. Utilizing this information allows us to refine our talent acquisition approaches, ultimately leading to better hiring outcomes."

— Michael Marzano
AVP, Director of
Talent Acquisition,
Zurich North America

Collaborating on building a strong employer brand

Building a strong employer brand is vital to attract top talent. Zurich actively engages in networking and showcases its culture, values and benefits through various channels. ADP supports these efforts by lending a hand with its marketing expertise.

This collaboration positions Zurich as an employer of choice in the competitive job market, further enhanced by ADP's resources and outreach capabilities.

"My experience working with ADP has shown me that collaboration can significantly enhance our recruitment strategies," Michael says. "By aligning our goals and sharing insights, we've created a more effective talent acquisition process."

Measuring success with tell-all metrics

Tracking key performance indicators (KPIs) related to recruitment, including time-to-fill, quality of hire, candidate satisfaction and diversity metrics, helps Zurich evaluate the effectiveness of its talent acquisition strategies. Using ADP's analytics tools for data tracking and reporting allows Zurich to continuously assess its recruitment practices so the company can adjust and make improvements.

"One of the key advantages of partnering with ADP is our access to data insights," Michael states. "Utilizing this information allows us to refine our talent acquisition approaches, ultimately leading to better hiring outcomes."