Streamlined processes through configuration and reporting

ProAmpac is a leading global flexible packaging company with a comprehensive product offering, providing creative packaging solutions, industry-leading customer service and award-winning innovation to a diverse global marketplace. To help be more efficient and effective across the organization, they needed integrated solutions that could help streamline their talent efforts. Kate Adams, manager, talent management, shares her experience with ADP.

Configuration needed for success

Prior to partnering with ADP, we had many different systems in place. ADP helped us to standardize many of our practices and procedures regarding both talent acquisition and talent management. Because we are a large organization, and continue to grow specifically through acquisition, we require a level of flexibility to remain successful. Thankfully, ADP's robust tools are very flexible and have allowed us to build in certain configurations at the site level. So, any given location might require a level of modification to processes and procedures specific to that site, but we're still able to achieve standardization of other processes across the organization.

Helping to enhance candidate experience

As a manufacturing company, almost 80 percent of the jobs we post are for production level jobs. We identified that most of the candidates in that pool are applying through mobile devices, which can prove cumbersome for a candidate if the application is too long. One of the things that Recruiting Management allows us to do is to adjust and address what that application process looks like because it is so configurable. As a result, we worked with our ADP team to shift many questions that were in the application process into pre-screen questions.

Kate Adams
Manager,
talent management

Quick facts

Company: ProAmpac

Industry: Manufacturing

Established: 1878

Employees: 6,000

Headquarters: Cincinnati, Ohio

Products: ADP Vantage HCM®, Recruiting Management, Talent Management, ADP Screening and Selection Services

Website: www.proampac.com/en-us/

Business challenge: Innovation and efficiency was proving difficult with the standard, out-of-the-box talent management systems used in the past.

How ADP® helped: ADP's flexible talent solutions provided the tools necessary to help standardize processes and procedures for both talent acquisition and talent management.

Always Designing
for People®

With the pre-screen process, we can use more multiple-choice questions with radio buttons so that a candidate can provide the information a recruiter might need, such as their past work experiences and skills. Now, our recruiter gets that information, it doesn't take a candidate very long to fill out the information, and it's very easy to do from a mobile device. Once we did this, we noticed that our application completion rate increased by 20 percent. Without the configurability of Recruiting Management, we would likely be stuck with an out of the box application, which could take a candidate 20 – 30 minutes to complete. We were able to reduce that time, which helps the candidate experience. As a result, it's helped us to increase the number of candidates applying, and ultimately our candidate pool.

I can't speak more positively about the amount of flexibility with Recruiting Management. I feel like every time we look to develop solutions, we find a way to make it work. Typically, that's not something you find in an applicant tracking system and what makes ADP unique, setting them apart from other systems I have used in the past. It's very useful, particularly now, in allowing me to configure not only how candidates interact but how different levels of positions can interact within our applicant tracking system. It's very important.

Reporting capabilities provide better understanding

The reporting capabilities of Recruiting Management are great. The visibility to where our candidates come from, the time needed to complete applications and where they drop out in that application process allows us the opportunity to closely analyze the candidate experience and activity. It raises the questions: *Do we need to shorten our candidate application? Do we need to spend money advertising on different sources — if so, where? What are the geographical market considerations?* This information is invaluable! Without the information from these robust reports, we wouldn't be able to make the decisions that help us to be better recruiters. And obviously, the pandemic caused a lot of change in the way the world does business, especially in the recruiting world. Having a system that allows us to dive into the candidate experience and understanding analytics of candidates was huge. The process of recruiting is ever-changing but to have the data analytics so accessible helps us to understand what candidates are doing and to be able to react quickly if needed.

Job board integration, expediting the interview

When ADP announced it was partnering with Indeed with their Easy Apply feature, we immediately raised our hands to be one of the testers. ProAmpac became one of the first groups to bring that on as part of our process. We want to make our candidate experience as simple and as easy as possible, and this helps us achieve that. We know our candidate pool often apply through mobile devices, so anytime we can integrate, and make something easier to bring a data profile from Indeed directly into our system, it helps us increase our candidate pool. After that integration, we were finding that about 55 percent of our applicants were coming from Indeed, increasing our total applicant pool by 15 percent to 20 percent.

"

The reporting capabilities of Recruiting Management are great. The visibility to where our candidates come from, the time needed to complete applications and where they drop out in that application process allows us the opportunity to closely analyze the candidate experience and activity.

Kate Adams
Manager, talent management

Additionally, we also implemented a feature this past year which has allowed us to interact with candidates in a way we never have before — text to apply. Now, we can communicate directly with candidates through their mobile device instead of calling or email. If a candidate who opts into that service allow us to text them, we can do it directly through the Recruiting Management tool. For the candidates that have utilized this feature, it streamlines the process and allows our recruiters to get those candidates quickly phone screened — or screened during the text process — and helps to expedite the in-person interview.

Streamlined process with ADP Screening and Selection Services (ADP SASS)

We also use ADP Screening and Selection Services. As a fully integrated tool, it's streamlined the process and allows us to order both background and drug screens directly within Recruiting Management without logging in and out of different systems. Once we receive candidate results in the ADP system, we're able to immediately move forward into the hiring process. It's been a great practice and process since it was implemented.

Excellent service and product environment supports efficiency

I am in regular contact with our wonderful ADP partners on both the Recruiting Management and Talent Management teams. We have established weekly or bi-weekly meetings to discuss our on-going projects or processes we're looking to change. Each team has been readily available any time we have questions or concerns and help to resolve any issues quickly. This level of communication has allowed us to configure both systems in a way that has helped us work as efficiently as possible.

One of our main goals we achieved with Recruiting Management was finding a single applicant tracking system that would feed into a HRIS system. Recruiting Management has a very succinct feed that goes directly into the ADP Vantage HCM system, pulling information directly from the candidate's application. This has resulted in allowing us to not have to double key information, freeing up a lot of the time for our HR business partners to put their focus less on administrative tasks and more toward strategic goals for HR and the company.

"Without the configurability of Recruiting Management, we would likely be stuck with an out of the box application, which could take a candidate 20 – 30 minutes to complete. We were able to reduce that time, which helps the candidate experience. As a result, it's helped us to increase the number of candidates applied, and ultimately our candidate pool."

"

Talent Management helped us to create a streamlined process for our teams and allowed us to introduce specific cascading goals that our entire global organization is working towards.

Kate Adams
Manager, talent management

ADP
Always Designing for People®

Consistent goals across the organization drive alignment

Talent Management helped us to create a streamlined process for our teams and allowed us to introduce specific cascading goals that our entire global organization is working towards. Having a system and processes in place makes it very easy for us to input our CEO's goals, provide the visibility for everyone to view them, which includes our divisional and safety goals. This has ultimately helped increase our efficiencies and be more effective in becoming a better, more successful company. Overall, ADP has been a great partner for us.

Setting the standard with Performance Management

Reporting with Performance Management has allowed us to see if our teams are completing necessary steps in our process — a huge step up from what we had before. Now, we know when we need to follow up with the teams, to help ensure they are completing the steps in the process accurately and on time. Our employees deserve the feedback, whether during their mid-year touchpoint or end of the year evaluation process. It's great to have that information out our fingertips and has set the standard for our organization.

We're able to be more proactive in our changes now rather than being reactive. Having these systems in place has allowed us to be more global and be almost everywhere at once with just a simple click of a button — and from anywhere. For someone like me, who now works remotely, I'm able to follow up on our processes simply by logging into the system from home and sending out reports to our locations rather than being on-site and sorting through paperwork.

"

Reporting with Performance Management has allowed us to see if our teams are completing necessary steps in our process — a huge step up from what we had before. Now, we know when we need to follow up with the teams, to help ensure they are completing the steps in the process accurately and on time.

Kate Adams
Manager, talent management

ADP
Always Designing for People®