

IDENTIFY THE SUPERSTARS!



“98% of job seekers feel employers should offer a *Career Success Center* to educate candidates and students on the organization and career path opportunities.”

- **Cardinal Health Case Study**

When it comes to identifying candidates with desirable “soft” traits such as curiosity, initiative, and attention to detail, their actions speak louder than words. Offering a *Career Success Center* is a unique and effective way to educate and excite candidates while simultaneously **capturing actionable data** to help you identify the best and brightest at scale.

Features Include

- ▶ A Custom *Career Success Center*
- ▶ Custom Activities (Buildout & Hosting)
- ▶ Activity Library (20+ Pre-Built Activities)
- ▶ Reporting Suite & Candidate Database
- ▶ Dedicated Client Support

THREE STEPS

1) Organize Your Media Assets

Aggregate and organize your media assets (videos, PDFs, slide decks, podcasts, etc.) into digital eLearning activities within your *Career Success Center*.

2) Engage and Excite Your Audience

Share your *Career Success Center* and educate candidates on your organization and career paths.

3) Identify the Superstars

Use the reporting suite to draw insights, identify superstar candidates, and export data into your ATS.

CASE STUDY

How Cardinal Health Leveraged eLearning to Enhance the Candidate Journey

OBJECTIVE

Cardinal Health sought to determine if job candidates would engage with an eLearning activity focused on the Cardinal Health company and career path opportunities.

METHODOLOGY

Built on CORE's READINESS platform, the *Cardinal Health Career Success Center* featured a 19-minute Cardinal Health "company overview" learning activity. Content within the activity served to educate passive and active jobs seekers on Cardinal Health and included three short videos, a slide deck, a PDF, and a nine-question quiz. The activity was shared with potential candidates by linking it to online job postings. The follow-up surveys were sent to enrollees to assess motivations and perceptions.

RESULTS

Engagement Rates

Activity Starts: 26% of job applicants chose to voluntarily enroll and start the 19-minute Cardinal Health activity.

Activity Completion Rate: 16% of job applicants completed the activity by passing the nine-question quiz.

Enrollee Education

Deep Research: 55% took the activity for the purpose of learning more about Cardinal Health.

Interview Motivation: 45% took the activity to improve their chances of securing a job interview with Cardinal Health.

Informative: 81% found the activity to be informative and helpful.

Interview Preparation: 79% felt the activity better prepared them for a job interview.

Employer Branding

Acceptance: 98% felt ALL companies should offer a *Career Success Center* similar to Cardinal's for the benefit of job-seekers and student interns/externs.

Innovative Employer: 86% felt Cardinal Health was innovative and tech-savvy for offering such a platform.

Positive Perceptions: 62% felt the activity positively influenced their perceptions of Cardinal Health.

Interview Preparation: 82% felt Cardinal Health was serious about their recruiting efforts for offering a *Career Success Center*.

