



# IBM HR Summit

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## Bright Horizons and Digital Analytics

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# About Bright Horizons

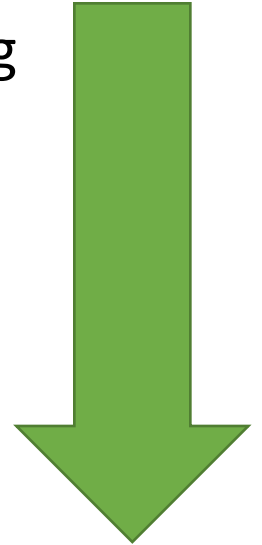




# Data Needed to Support Changes for North America

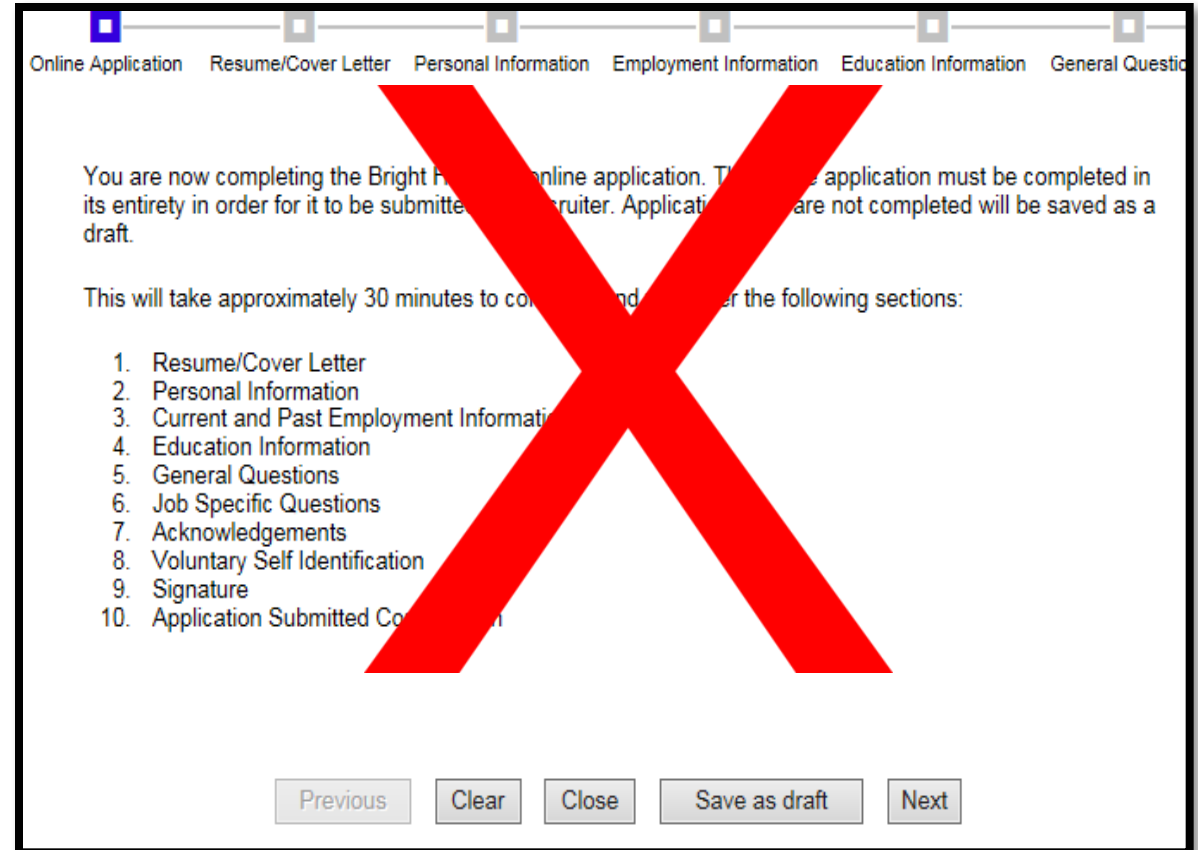


Applicant Pool Decreasing



# Data Analytics (Fall 2015)

- Key Findings:
  - Instruction page to complete application was our biggest drop off (50% bounce rate)
  - Uploading your resume was an issue for our teaching positions
  - 35% of our applicants were coming from mobile devices with iPhones and iPads being the most popular
  - Most people visit our site on Tuesdays between 12pm – 4pm EST.





# Developing a Plan

## Edit GQs

1. Remove Instructions page from all GQs
2. Make Upload Resume page not mandatory
3. Add language on Resume page to click to next to move to the next page if you do not have a resume

Candidate Sourcing/Outreach - Target Monday/Tuesday afternoons

Hold on Mobile

Evaluate in 30 Days

# 30 Day Evaluation

18 % Increase in applications on Teacher Applications



23% Decrease in inquires to candidate helpdesk

A screenshot of an online application form. At the top, a progress bar shows steps: Online Application, Resume/Cover Letter, Personal Information, Employment Information, Education Information, General Questions, and Job Specific. The 'Resume/Cover Letter' step is active. The 'Submit Your Resume' section has a text input field with a green box overlaid on it containing the text 'Resume Page – Still an Issue'. Below this, there are radio buttons for 'Upload my resume/CV from my computer' (selected) and 'Enter my resume/CV by typing or copying it in'. A 'Browse...' button is next to the selected option. The 'Cover letter' section also has radio buttons for 'Upload my cover letter from my computer' (selected) and 'Enter my cover letter by typing or copying it in', with a 'Browse...' button next to the selected option. The form is partially obscured by the green box.

# Future Plans

**Mobile Apply?**

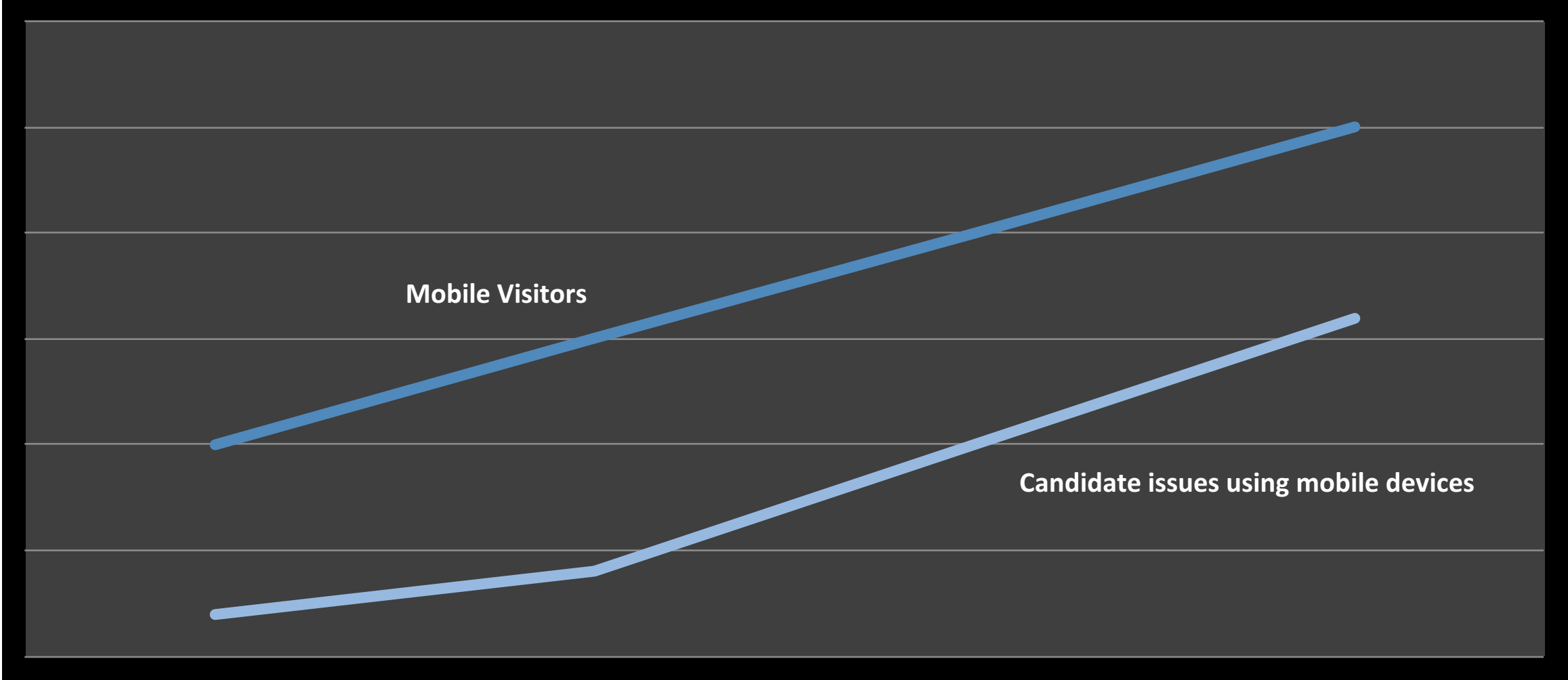


**Is Bright Horizons  
Ready?**





# January 2016 – IBM Launches Mobile Responsive GQs



# Research & 2016 Plan



# Research & 2016 Plan

- 2016 Plan – Q2 & Q3
  - Launch Mobile responsive GQs as part of a larger project to update our Careers Site to mobile Responsive and update our branding on our job postings to be more mobile friendly and a better reflection of our culture



- Creating a quick and easy experience for candidates to apply and minimize drop off rate while collecting the information needed for recruiters to review candidates
- Alleviate the issue with login page and resume upload
- Increase candidate flow



# North America Results

## Top Exit Pages

September 2015 (9/20 – 9/26)	July 2016 (7/10-7/16)	August 2016 (8/7 – 8/13)
GQ Login	GQ Login	GQ End
GQ End	GQ End	Contact Info
Resume Upload	Resume Upload	Home
Instructions Page	Search	Candidate Zone
Search	Home	Share Job

# North America Results

## Highlights

- 65% increase in GQ End Exits
- 65% increase on average session length
- 63% decrease in candidate issue inquiries



# Data Needs for UK

The screenshot shows a progress bar at the top with five steps: Home (checked), Search openings (checked), Search results (checked), Job details (checked), and Gateway Questionnaire log in/create login (unchecked). Below the progress bar is the heading "Gateway Questionnaire log in/create login". A paragraph of text explains that creating an account or logging in allows users to save their incomplete Gateway Questionnaire, store profile information, and access more job seeker tools. The form includes two radio buttons: "Enter your e-mail address and password to log in" (selected) and "Create a login". To the right are input fields for "E-mail address" and "Password", followed by "Continue" and "Cancel" buttons. At the bottom are two links: "Forgot your password?" and "Forgot your username?".

Home    Search openings    Search results    Job details    Gateway Questionnaire log in/create login

### Gateway Questionnaire log in/create login

By creating an account or logging in you will be able to take advantage of features allowing you to save your incomplete Gateway Questionnaire, store your profile information and have access to more job seeker tools.

Enter your e-mail address and password to log in  
 Create a login

E-mail address   
Password

[Forgot your password?](#)  
[Forgot your username?](#)

- UK Recruiter teams feels they are losing candidates due to the login page
- Volume of candidates feels to be low
- UK currently using Mobile TGs but not mobile GQs



# Data Analytics Findings & Actions

- Findings

- Top Exit pages were related to job details page and login. Verifying that candidates were dropping off before applying.
- More people are coming to the site via mobile phones than thought

- Actions

- Move to mobile GQs
- Simplify application and login process including moving to one security question at log in creation instead of three
- Create a two part recruiting process that includes a simple information collection at apply and a form more detailed information to kick out later in the process.

# Overall

- Digital Analytics has helped Bright Horizons makes some key business decisions in regards to our candidate experience
- Without some of the data from the Digital Analytics, we may not have made the choice to go to mobile
- Quickly saw improvements in North America; therefore, validating the data found in Digital Analytics