

## CASE STUDY

# West Corporation Fortifies Its Brand Through Virtual Career Fair

## West Corporation

West Corporation provides technology and customized services to an expansive client base of top companies in nearly every industry, assisting those companies in connecting with their customers, workforce, partners and vendors. West specializes in the creation of solutions that cover every aspect of voice communication - uniquely applied to each industry, each market and each customer. Producing exceptional results to its clients, West offers a number of services such as alerts and notifications, automated services, systems integration and consultation, conferencing, and business-to-business inside sales solutions are just to name a few.

## Situation

West Corporation is segmented into a number of companies, each furnishing a specific variety of business solutions to its clients. The West Unified Communications and Communications Services business segments sought to refresh existing communications tools and media that were being used in the corporation's recruitment efforts. Their intent was to make prospective candidates think differently about West and the variety of career options that are available across all West companies.

In the pursuit to refresh recruitment efforts, it was important to appeal to a segment of prospective applicants that they could not normally reach in a typical job posting process. West Corporation wanted to primarily target a diverse pool of job seekers in the US, ranging from hourly to salary, in different areas stretching from customer service to information technology.

The corporation needed to turn the target audience of job seekers into applicants willing to explore opportunities available at West and apply online. The corporation hoped to get recruiters to recommend West to their collections of jobseekers while also providing current West employees with new career opportunities within the corporation before such employees considered outside opportunities. The corporation decided to fortify the West brand in jobseekers, recruiters and current employees to achieve these needs. West would attempt to reposition itself as a company that builds *careers* by focusing on messaging that clearly communicated the corporation's innovation, growth and diversity.

## Solution

West Corporation turned to one of its segmented companies, InterCall, to help launch the West Virtual Diversity Career Fair, a unique virtual environment providing the corporation with an innovative platform that would aid in its new recruitment and branding efforts. The West Virtual Diversity Career Fair exhibited six segmented company booths, nine on-demand webcasts and available options for online chats and messaging, all within a six-hour day. The InterCall virtual environment allowed

### Objectives:

- Attract a more diverse pool of candidates.
- Reposition West as a company that builds careers: focus on messaging that clearly communicates innovation, growth and diversity
- Leverage PR to support West innovation utilizing messaging by modern promotional tools such as social media

### Results:

- Leveraged virtual event platform to reach diverse range of jobseekers
- Successfully expanded West brand awareness and association with <sup>expand</sup>innovation
- Created ability to in social media

## EVENT SERVICES

the targeted audience to view West Corporation and its companies in a customized, branded site where jobseekers could directly engage with West managers. Due to the customization and interactivity in the virtual career fair, the hiring cycle was significantly shortened. "Not only does it make the pipeline go quicker, it makes the candidate engagement a lot easier, because you are not going over all the company details -- they already know it, they have experienced the technology and it gets them excited about the next step in the process." Chris Brown, Director of Human Resources - Sales Recruitment, InterCall.

### Results

Utilizing a "shotgun" marketing approach to advertise its virtual career fair, West Corporation was able to drive in a high attendance level, promoting the event through social media, press releases, recruiter contests, countdowns and traditional ads. The career fair gathered a total of 3,882 registrants, with 2,117 visitors on the day of the event. This high attendance level equated to a 55% show-up rate.

"The numbers are really impressive. Impressive not only in terms of registrants, but in the actual show-up rate. Based on our experience with other clients, the day-of show-up rate percentages are usually from 40-50% max, so the fact we had 55% show-up rate, that's pretty incredible." - Nhien Le, Senior Marketing Manager, Event Services, InterCall

On average, the attendees spent almost a full hour (59 min.) of time within the virtual environment, garnering 566 qualified applicants. Of the 566 applicants, 38 turned into interviews and 3 new hires, all in only 3 weeks after the event. The live virtual career fair was in one day, but the corporation allowed for the on-demand option to be available two months following the event.

As for attendees who may have not applied, West managers are confident in the value created by the virtual event, expanding brand awareness and associating West with innovation in the minds of current jobseekers. "I think that the value it brings to us, outside of the actual hires, is that it helps us with our brand: it helps us to position ourselves as using the best-in-class technology to recruit talent and it helps us because it allows us to expand in social media." Dan Veytsman, VP of Human Resources, InterCall.

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*Nhien Le  
Senior Marketing Manager,*