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James Dimer
National Recruitment
Manager
Sigma Pharmaceuticals



Sigma Pharmaceuticals Streamlines and Innovates Recruiting Performance with Taleo Business Edition

One of the largest healthcare companies in Australia, Sigma Pharmaceuticals is a leading manufacturer and marketer of prescription, over-the-counter, and generic pharmaceutical products. Their staff of 2,000 employees is spread throughout Australia.

Prior to implementing new breakthrough eRecruiting processes and systems, Sigma relied entirely on recruitment agencies to fill more than 600 roles annually. They lacked any system capable of monitoring recruitment costs or performance metrics. Internally, with a staff of generalist HR personnel, they used Microsoft Excel spreadsheets to track and manage their job applications.

Not only was a lot of time spent administering these manual processes, but also there was no mechanism to sort or search on candidates, which meant a significant amount of data was wasted or untapped. Without core changes, Sigma would continue to spend millions of dollars using outdated processes and tools that reinforced dependence on outside agencies.

Sigma committed to a new strategy that would streamline and innovate recruiting. They assigned James Dimer, National Recruitment Manager, to drive strategic initiatives that would reduce hiring costs, build in-house expertise, create efficiencies, and eliminate reliance on outside agencies for recruiting and advertising. In addition, the organization recognized the need for new technology to enable their strategy.

Taleo Delivers the Cost-Effective Technology Solution

Sigma had several major goals for their technology solution: to manage the large volume of job applications through a central database, enable ease of communication with candidates once in the system, and to track, record, and measure the recruiting function within the business.

Dimer describes Sigma as a no-frills, hands-on business. The system they chose had to fit within that cultural framework. Knowledgeable in various recruiting technology applications and experienced in choosing vendors, Dimer selected Taleo Business Edition™ for several key reasons.

“When I came across Taleo Business Edition, it was pretty clear that it was the system we were going to go with. It was cost effective and had the base level requirements that we needed.”

Free Trial Gets Sigma Up and Running Quickly with Low Risk

Getting up and running with Taleo was fast and low-risk. Sigma was piloting Taleo in a 30-day free trial within three months from initial product inquiry. After the trial period, Dimer was convinced that Sigma had made the best choice for their business. “The trial confirmed our decision and built the organization’s confidence to go forward with the product.”

The timing of the product and its flexible features were a good match for Sigma. They were able to use the basic system immediately while adding customized elements along the way. As they get more adept with the system and its capabilities, they will configure small additions to tailor it further such as: adding communications to candidates, hyperlinks to sites, including maps in emails, and enhancing some back-end views for the recruitment team.

Cutting Costs and Making Better Decisions Using Metrics

Sigma’s formula for success requires access to accurate data and metrics reporting for making critical business decisions. Taleo Business Edition provides views into all aspects of the recruitment lifecycle.

“I’m passionate about making sure the recruitment function justifies its existence,” says Dimer. With reports from Taleo, he can now analyze the performance of the recruitment team, assess the effectiveness of sourcing channels, and track the quality of hire—all with information that was previously not retrievable with a manual process.

Applying Search and Screening Capabilities a Real Timesaver

In the short time since they started using Taleo Business Edition, Sigma’s database has grown to 1,500 candidates. They expect it to increase to 10,000 within a year. Taleo’s search and ranking capabilities have been particularly effective in reducing time spent screening candidates.

Rather than going through each resume individually, Dimer uses the keyword search within a specific requisition and then ranks the resumes accordingly.

“It’s fantastic. This is just one of the timesavers that I’m really happy with in terms of assessing the strength of the resume database,” says Dimer.

Taleo Case Study: Sigma Pharmaceuticals

“I can see the number of days a position has been vacant and how much it costs the business for each day it’s not filled. By providing this previously unavailable information to the operational business, they can find ways to reduce that time.”

James Dimer
National Recruitment Manager
Sigma Pharmaceuticals

Future Performance Looks Brighter with Taleo

Taleo will help Sigma achieve other key business goals beyond recruiting candidates. Reports will be used for a range of needs from showing snapshots in time with respect to sourcing channels and open positions, to providing data to assist in setting key performance indicators and benchmarks for recruiters. Dimer also envisions using Taleo as a powerful platform for communication and marketing, enabling Sigma’s recruiting professionals to proactively maintain connections with a prescreened community.

In addition to building its recruitment capabilities, Sigma plans to focus on longer-range goals such as staff retention, talent management, and succession planning. They are also considering an incentive program to use with the Taleo Business Edition employee referral feature.

Sigma has joined the growing trend of companies who have decreased their reliance on print ads and are building a strong online presence to attract different types of candidates. Sigma has made significant strides along that path with Taleo Business Edition.

“Companies must be adept and willing to embrace technology to attract candidates” says Dimer. “From where we’ve been to where we are now with Taleo Business Edition—it’s been an absolute pleasure working with the system and the company.”

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ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

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