



MAPLE LEAF SPORTS + ENTERTAINMENT

Maple Leaf Sports & Entertainment Ltd. Trades Up to Taleo Business Edition

As the owner-operator of four professional sports franchises — including hockey’s Toronto Maple Leafs and basketball’s Toronto Raptors — Maple Leaf Sports & Entertainment Ltd. (MLSE) puts a premium on performance. Over the past four years, MLSE experienced significant growth, with the average headcount increasing 13 percent each year. With further growth expected in the next five years, MLSE’s People department decided it was necessary to find new eRecruiting software that could meet their future demands. The company selected Taleo Business Edition™.

“One of the best things about Taleo Business Edition is that it meets the needs of a mid-size company.”

Jasmine Argyros

Manager, People and Administration
Maple Leaf Sports & Entertainment Ltd.

“Maple Leaf Sports & Entertainment Ltd. is a top employer in the Greater Toronto Area and we receive a high volume of candidates for every job we post,” says Jasmine Argyros, Manager, People and Administration. “We needed a system that could support prescreening of the thousands of resumes we receive each year using qualifying questions and keyword searches.”

Hiring Complexity Simplified

When Argyros speaks of screening for qualified candidates, she probably isn’t thinking of 6’10” Raptors all-star forward Chris Bosh or 7-foot center Andrea Bargnani. Instead she’s referring to more than 15,500 resumes received for 250 full-time and part-time job openings in the last 12 months. Argyros says that one recent job opening received more than 600 resumes.

In addition to its sports teams, MLSE owns and/or operates two television specialty channels, four facilities catering to professional sports and concerts as well as Maple Leaf Square, a half-billion dollar sports and entertainment development that will include a hotel, two condominium towers, restaurants and retail.

Given the extent of its holdings, prescreening and keyword searches are essential to helping MLSE identify the right candidates for employment. Argyros says, “We can now rank candidates using Taleo Business Edition, bringing us greater success in getting the right candidates in front of hiring managers more quickly, and building a searchable database of qualified applicants interested in working for the company.”

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Metrics as a Competitive Differentiator

Efficiency was not the only reason for choosing Taleo Business Edition; MLSE wanted metrics. Using the increased process visibility that Business Edition provides, MLSE can now identify where successful candidates are coming from and focus more of their resources on those sources. Having the ability to identify consistent sources of successful applicants becomes more important as the competition for talent increases.

Self-Service Configuration of a Custom System

Each month, the company’s HR staff works to fill another dozen job openings, both internal and external. “We’ve discovered the system is so flexible that we can customize it to our own needs,” says Argyros.

She likes the fact that she can quickly customize her application forms. “I can have two or three different applications for part-time and full-time workers. It’s the same with the internal application. For instance, one sample question is, ‘Does your manager know that you’re applying for this job and does he/she support your candidacy for this position?’ In the past, employees had to fill out a formal document. Now it’s just a box to tick onscreen. Taleo Business Edition complements our recruiting strategy and accelerates the process.”

Easy to Use, Easy on the Budget

“One of the best things about Taleo Business Edition is that it meets the needs of a mid-size company,” says Argyros. MLSE did take advantage of Taleo’s 30-day free trial, but Argyros was more convinced by the support she’s received from the very beginning. She taught herself how to use the system. But whenever she’s had questions, Taleo has been quick to provide answers.

Argyros says that Taleo Business Edition will continue to be tested in the years ahead, especially as Maple Leaf Square nears completion. As Maple Leaf Sports & Entertainment Ltd. grows, Argyros fully anticipates the scalable Taleo Business Edition system to grow with them.

Visit www.taleo.com to learn more about Taleo and register for a **free 30-day trial of Taleo Business Edition.** Also ask us about our weekly live web demos.

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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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