



Celanese tackles global talent framework with iCIMS Talent Cloud

Celanese manufactures materials critical to the global paints and coatings industry. A Fortune 500 company, Celanese has approximately 7,500 employees across its global footprint of 42 countries. Its business includes plants and commercial offices from Dallas, TX to Shanghai.

The Challenge

Celanese Corporation runs a highly decentralized recruiting model, with recruiters and operations in the United States, Europe, and Asia.

The organization recruits through an RPO, Cielo, hiring between 750 and 950 candidates per year. The organization runs extremely lean, making every opening critical for continuing business operations.

Celanese has the added challenge of hiring for very unique positions. While about half of hiring is for plant-level operations, the other half are unique-degree professionals in engineering, sales, research and development, and corporate functions.

“Candidates live their digital lives on mobile devices,” said Global Talent Leader Jim D’Amico. “The fact that we were asking people to do an application where you had to type things in, it caused us to lose a lot of applicants.”

Operating a global recruiting operation on just pen and paper was just not cutting it anymore, D’Amico said.

How iCIMS Helped

Since partnering with iCIMS in 2011, the entire candidate lifecycle is handled within the Talent Cloud, with workflows and onboarding customized by region.

“A lot of ATS systems don’t play well with other vendors. So the fact that iCIMS plays well with so many is impressive. Using our drug testing and our background checks in the same system is crucial. Couple that with a platform has the sensibility of a recruiter, and iCIMS feels like it’s a member of the team.”

Jim D’Amico,

global talent acquisition leader,
Celanese

Celanese customizes the hiring experience further by posting jobs in the local language, rather than relying on English for all countries.

“It was great to get iCIMS aligned and configured with our global career framework,” D’Amico said. “We were able to put in our terminology and customize nearly everything. That and the centralized data made a huge difference.”

With iCIMS’ Applicant Tracking, D’Amico’s team gained access to a wealth of reporting and dashboard options, a must-have for complex global organizations. When it comes to traditional metrics like time to fill or hiring velocity, the team can break it down by hiring manager, recruiter, or region.

“Pulling that data when you’re all in one system is essential,” D’Amico said. “We can pull metrics relatively easily. We can put together comparative data, and not just on the basic talent metrics.”

Robust metrics and reporting give Celanese a 360-degree view into its efforts around diversity hiring, as well. Years of data, as well as industry studies, show that diversity hiring starts at the top of the funnel with a diverse candidate pool. Reporting in iCIMS allows Celanese to use self-reported candidate data and follow candidates through the entire talent lifecycle, to see drop-off throughout different hiring stages. This data insight helped Celanese ensure 93% of its hiring slates include diverse candidates, a rise from 77% in 2019.

In partnering with iCIMS, D'Amico's team has also significantly increased its automation and efficiency. Its requisition approval process is done completely through the iCIMS Talent Cloud, aided by an integration with SAP, the organization's HRIS. The bi-directional integration brings employee data from SAP into iCIMS, and new hire data from iCIMS into SAP. Hiring managers simply put in a candidate or employee's name and information auto-populates, with approvals automatically routed.

More insight into diversity metrics and candidate pipelines allows Celanese to ensure it has diverse candidates in 93% of its hiring slates, a 20% increase from 2019.



At a Glance

Industry:
Manufacturing

Headquarters:
Dallas, TX

Number of Employees:
7,500

iCIMS Client Since:
2011

iCIMS Solutions:
Applicant tracking, onboarding

Third-Party Integrations:
Background screening, drug testing, I9/E-Verify and HRIS (SAP)

Previous talent acquisition solution:
Manual process