Omnitracs drives global growth through end-to-end use of iCIMS Talent Cloud solutions

Omnitracs drives the transportation and distribution industries through key innovative software and SaaS fleet management solutions. Their growing workforce has a global footprint, with employees and recruiting operations in the United States, Canada, Mexico, Brazil, United Kingdom, India, and China.

The challenge

As an organization experiencing tremendous growth, Omnitrac's former applicant tracking software wasn't cutting it. At a crossroads and facing the task of recruiting up to 1,000 new hires, the talent team, led by Talent Acquisition Manager Forrest Tylutki, saw the need to vet new solutions.

Omnitracs checked out other standalone solutions like Greenhouse and considered using the applicant tracking functionality of its HRIS partner, Workday, but both options didn't allow them enough agility or configuration to move forward. Workday's recruitment platform was too simplistic, click-heavy, and lacked complex analytics.

Greenhouse, Tylutki said, lacked the ability to support enterprise-level configurations, like user groups and manager access.

iCIMS presented a stronger case, with enhanced user experience for recruiters and Omnitrac's managers, directors, and executive leadership.

The iCIMS system is straight forward enough for Omnitrac's CEO to log in and review requisitions when the need arises and for hiring managers to get visibility into metrics and the hiring process.

"iCIMS helps me, as a leader, see things from a more strategic perspective, and helps our managers direct their teams through metrics. This new approach is helping to change our recruiting approach from reactive to proactive."

Forrest Tylutki,
Manager II, Talent Acquisition & HR Business Partner
Omnitracs

iCIMS also addressed the organization's need for automation to match its hiring velocity.

"The reality of it is that we are growing, and our hiring is happening fast," Tylutki said. "I don't see why someone would go to a different applicant tracking solution. Any company that's growth-oriented should be looking at iCIMS."

How iCIMS Helped

Omnitracs has implemented iCIMS solutions throughout its entire talent lifecycle – from the initial interaction on its career site through onboarding

1,000% increase in applications since moving to iCIMS	Over 90% satisfaction from candidates & hiring managers	94% offer acceptance rate

It's also empowered the talent team for global growth, supporting its expansion into Mexico and Latin America and by adding their India operations to the platform.

"I set up iCIMS to be a truly global platform," Tylutki said. "It's all about growth for Omnitracs. The reality is that our hiring is meant to go fast, and this technology has enabled it."

At the top of the candidate funnel, iCIMS' Career Sites replaced Omnitracs' antiquated careers page. Previously, recruiters relied on their own networks for 70% of their hiring, an unsustainable practice for growth the company had targeted. Tylutki knew that a better career site would translate to a larger following and a larger reach. The entire implementation, using a template configuration, took just over a month.

To better control recruitment marketing messaging and improve agility, the team transitioned career site administration from marketing into talent acquisition. Tylutki's team now has direct insights into traffic and job analytics. They can also expand the career site easily to focus on specific geographical markets as it continues to grow.

The career site make over and move to the iCIMS' ATS and its built-in job distribution resulted in a 1,000% increase in applications.

"The career site product working in tandem with the applicant tracking and recruitment solutions, is a natural marriage," Tylutki said. "And now that we are starting implementation on our chatbot, it's even a stronger technology partnership. The bonus is that the career site solution is very thorough, and it's helping us get great predictive data to make proactive data-driven decisions."

Candidates also flow seamlessly into iCIMS' Candidate Relationship Management solution, which helps Omnitracs nurture candidates and maintain warm leads for recruiters, especially in markets like India and Mexico where high-volume hiring is on the rise.

Recruiters and hiring managers utilize iCIMS' Text Engagement to accent their candidate communication strategy and power hiring at scale.

At the end of the funnel, when making an offer to a candidate, Omnitracs uses the iCIMS' Offer Management and its templated offers to standardize the process. The audit trail helps keep the organization compliant, while giving hiring managers more insight into the offer process.

The automation and process engineering within the iCIMS Talent Cloud help Tylutki's team manage the day-to-day while handing a large amount of requestions. With the Talent Cloud the team created sophisticated and custom reports for its entire organization, using those to power dashboards that help both recruiters and managers see the most pressing data directly after logging into the system.

The team also implemented a number of integrations, including iCIMS' LinkedIn RSC connector, along with integrations into Criteria Corp, HackerRank and HireVue, along with its Workday HCM, giving its talent acquisition technology a single point of access. The automation has increased efficiency, and allowed the Omnitracs team to attract, engage, and hire over 350 new candidates in 2020.

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At a Glance

Industry:
Technology

Headquarters:
Dallas, TX

Number of Employees:
2,000

iCIMS Client Since:
2019

iCIMS Products:
Career Sites, Candidate Relationship Management (CRM), Text Engagement, Applicant Tracking System, Offer Management

Third-Party Integrations:
LinkedIn RSC, Criteria Corp, HackerRank, HireVue, Workday HCM

Previous solution:
Hirebridge