



Apollo Group Inc.

Using recruitment services to find the right talent and reduce recruiting costs

Overview

The need

Hire the kind of people who want to help potential students start work on a college degree and, once enrolled, to help them navigate the best career path.

The solution

IBM® Kenexa® Recruitment Services to find the right candidates to work in the Apollo Contact Center and serve as student advisors who help facilitate a successful educational journey.

The benefit

By using recruitment services and hiring targeted candidates, recruiting costs for the Apollo Contact Center were reduced nearly \$2 million a year.

Using a competency-based job assessment, Apollo Group was able to significantly shrink the potential hiring pool, saving recruiters both time and resources.

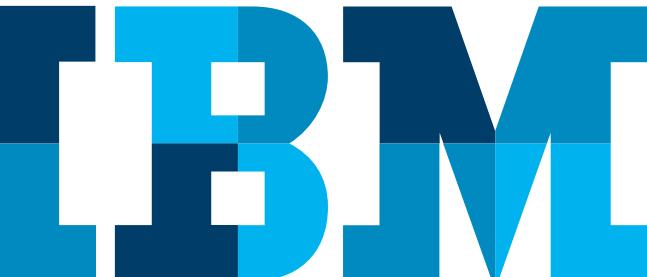
Since 1973, Apollo Group has been creating opportunities for students and employees to reach their full potential while enriching society as a whole. Today, Apollo Group – along with its flagship institution, University of Phoenix – has established itself as a leading provider of higher education programs for working adults. Website: www.apollogrp.edu

Each year, Apollo Group educates thousands of working learners – adults with careers, family obligations and other life factors that make them “nontraditional” students – who want to earn a college degree. Nontraditional students require flexibility and exceptional support services to help them meet their higher education goals.

The challenge: finding talented people for key job groups

The Apollo Call Center (ACC), located in Phoenix, Arizona, employs about 1,000 people who serve as the company's first line of contact for potential students who call to learn about Apollo Group's higher education offerings. Because the ACC plays such a critical role in shaping a potential student's first impression of Apollo Group, it is imperative to verify that it is staffed with dedicated, talented and compassionate student advisors. To that end, Apollo Group invests heavily in recruiting and training expenses to help ensure its employees – at the ACC and throughout the company – are fully prepared to meet the needs of both current and potential students.

Apollo Group's University of Phoenix also employs about 4,500 student advisors, each of whom specializes in academic, financial or enrollment counseling. Each student at University of Phoenix is assigned a three-person “Graduation Team” made up of one of each kind of advisor. The graduation team exists solely to help ensure that each student has the support necessary to succeed in a rigorous academic environment, and as such they play a critical role at the University.



Solution component:

- IBM® Kenexa® Recruitment Services
-

“Every campus had its own secret sauce, its own unique flavor,” said Shelly Zajic, Vice President of Talent Management from Apollo Group. “And at the end of the day, when it came to what makes the perfect enrollment advisor, everybody had a different spin. When it came to recruiting, everybody had a different recipe. When it came to how to find the top performers, everybody had a different calibration. After working through a number of informational meetings, we discovered that recruitment services could be a solution for us and would allow campus directors to focus more on the students.”

The solution: using recruitment services to find the best candidates

After assessing the situation and developing a new framework for managing recruiting and retention of key employees, Apollo Group’s talent management team turned to Kenexa, an IBM Company, for recruitment services implementation. IBM Kenexa Recruitment Services provides access to expertise in filling hard-to-fill positions, responds to fluctuating hiring volumes and delivers a better candidate experience while reducing hiring costs.

IBM Kenexa Recruitment Services delivers higher quality of candidates faster and provides access to global resources that provide innovative solutions to improve workforces and grow companies. Our first priority is sourcing and recruiting the best candidates. Once this is in place, we work to make the process even better through such solutions as employment branding, recruitment technology and employee assessments. Apollo Group added our customized assessments to its recruitment services and used behavior-based interviewing processes to help the organization pinpoint candidates who are most likely hold these key job positions for a longer period of time.

Because Apollo Group is such a large organization, Zajic and her team implemented IBM Kenexa Recruitment Services in just 2 job areas initially. She worked with our team to refine the hiring process and plans to roll it out into more areas.

“We didn’t turn all the lights on at once,” Zajic said. “We beta tested and implemented it over a year. By the time we did our last implementation, it was seamless. And by then we had other parts of the company wondering if recruitment services could help solve their problems, too.”

The results: building better relationships with students

By using recruitment services and hiring targeted candidates, recruiting costs for the call center alone have been reduced by more than \$2 million per year.

Student advisors at University of Phoenix are now more dependable and steadfast, enabling students to develop solid, lasting relationships with a team of experts who are responsible for guiding them through each aspect of college life through graduation.

“In the past, when the organization was growing very quickly and every campus was doing its own thing, we were focused on getting a person at a desk,” Zajic said. “What nobody understood was this wasn’t predicting success in the roles they were filling. Now, we hire people who innately want to build a relationship with our students and help them meet their lifelong goals. We are hiring people who want to help people solve their problems and it’s been tremendously successful.”

About Kenexa, an IBM Company

To us, business has always been personal – and it has always been about helping to make the workforce smarter, which is why we are proud to be a platform for a Smarter Workforce. We look at it from two angles – empowering people and transforming business. Our tools help enable businesses to attract and keep the best people, develop their skills, cultivate new leaders and capitalize on their collective intelligence by applying human insights, social tools and workforce analytics to transform the way they work. We provide deep insight and experience in employee engagement, talent management and leadership development mixed with industry-leading technology and social platforms, giving us the unique ability to build a Smarter Workforce.

For more information

To learn how to build a smarter workforce, visit:
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