

How Ernst & Young Used Personalization to Attract University Student Applicants



Recruiting university students has become increasingly difficult. Unemployment is near all-time lows. Workplace transparency and personal computing power are at all-time highs which means new entrants into the workforce have more options than ever. Students now have an abundance of tools to research companies, find jobs and easily apply to them.

Why would they choose to work for you?

Stand Out by Offering a Unique Candidate Experience

Ernst & Young found themselves asking that exact question and they knew they had to stand out. Enter Traitify and its unique 90 second image-based career discovery tool, which helped change how EY recruits on university campuses:



Engage Students with Self-Insights, Fast: Traitify created an Ernst & Young branded career discovery tool. In only 90 seconds on a mobile device, EY gave its student applicants the gift of personalized insights: specific guidance on their personality makeup, workplace strengths and weaknesses and ideal work environments.



Enable Discovery, Not Search: Traitify mapped student personality data to specific EY job categories. Students completed their Traitify assessment and were directed to specific EY career sites with jobs customized to their personality types. This sort of personalized recommendation is exactly what younger generations have come to expect (as Netflix does with movies or Amazon with products).



Create Employment Brand Ambassadors: By giving this gift to students, EY created reciprocity with them. Students then shared their personality results via LinkedIn, Facebook, Twitter. Social sharing allowed them to easily invite their friends to try the EY-branded Traitify tool to retrieve their own results, thereby attracting more applicants and amplifying their recruitment efforts.

What Happened

In the first month with Traitify, EY achieved:



21.9%

increase in completed applications



9,908

career site visits



299,767

social media impressions

Check out one of EY's regional career sites: eygrad.traitify.com

Get started with Traitify university recruiting - info@traitify.com