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Hitachi Consulting Improves Recruiting Through Social Sourcing, Saves US\$1 Million in Referral Costs in First Year with a Cloud-Based Solution

Hitachi Consulting is the strategic business consulting division of Hitachi, Ltd. As an Oracle PartnerNetwork, Oracle Diamond Partner, Hitachi Consulting provides IT consulting, management consulting, and managed services to clients worldwide. The firm has offices in North America, Europe, the Middle East, and Asia—with global delivery centers in India and China. It also operates a big-data research laboratory in close collaboration with Hitachi, Ltd.



Oracle Customer: [Hitachi Consulting](#)
Location: Dallas, Texas, United States
Industry: [Professional Services](#)
Employees: Over 5,000

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Hitachi Consulting's client base spans a wide range of industries, including aerospace and defense, chemicals, communication, consumer goods, retail, energy and utilities, financial services, government and security, healthcare, industrials, life sciences, metals and mining, and transportation. It serves 130 of the Fortune 500 companies and 25 of the Global 100 companies, as well as more than 500 midmarket leaders.

Challenges

- Improve employee recruitment and human capital management(HCM) by better understanding talent and employee movement across the organization
- Use social media to more effectively recruit highly skilled IT and business consulting professionals
- Develop critical talent pools and assess, select, hire, and onboard talent more effectively and efficiently
- Eliminate manual, paper-based processes, such as employee referral forms, to accelerate processes and improve ability to track and analyze recruiting efforts

A word from Hitachi Consulting

"Being able to understand talent and talent movement across the organization and improve mobility is central to our mission to deliver innovation. An integrated, cloud-based, talent-management solution, such as Oracle Taleo, allows us to develop critical talent pools and assess, select, hire, and onboard that talent more effectively." – Sona Manzo, Vice President of Oracle Solutions – Human Capital Management Cloud, Hitachi Consulting

Solutions

- Improved effectiveness of recruitment and HCM initiatives by implementing [Oracle Taleo Recruiting Cloud Service](#) and [Oracle Taleo Onboarding](#) integrated with [Oracle Taleo Social Sourcing Cloud Service](#)
- Saved more than US\$1 million in employee referral costs in the first year, thanks to improved ability to track and analyze candidate-lead sources, including social media, job boards, and personal referrals
- Doubled employee referral rate for new candidates in one year—from 17% to 35% of all hires
- Boosted quality of candidate referrals significantly and integrated new employees more rapidly, setting the stage for early engagement and improved employee retention
- Enabled continuous improvement of recruiting and onboarding processes, as well as more effective use of recruiting resources with expanded visibility
- Gained the ability to push information into the marketplace in real time about available jobs—such as for IT professionals and business consultants
- Improved ability to define and implement targeted recruitment marketing campaigns that individual employees can execute using Twitter, LinkedIn, and Facebook
- Empowered individual employees to become involved in recruiting via social media—amplifying the reach and ability to identify potential candidates
- Automated recruiting and onboarding processes, eliminating the need for labor-intensive, paper-based processes, avoiding lost referrals, and improving the ability to analyze recruiting effectiveness
- Boosted quality of hires by expanding employee participation in recruiting processes—as individuals referred by employees have been statistically proven to assimilate more quickly, perform better, and stay longer
- Gained ability to effectively tag and route candidates via Oracle Taleo's applicant tracking system, which is linked to the broader Taleo talent management platform
- Ensured a highly available, scalable, and cost-effective platform with a cloud-based solution
- Created a single repository of candidate information, which is also used to expedite onboarding—eliminating paperwork and the risk of error

Oracle Product and Services

- [Oracle Taleo Social Sourcing Cloud Service](#)
- [Oracle Taleo Recruiting Cloud Service](#)
- [Oracle Taleo Onboarding Cloud Service](#)

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- [Oracle Improves Sales Team Productivity and Runs Financial Batch Processes 5x Faster with Oracle Fusion Applications](#)
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- Improved ability to jumpstart employee emersion in the company's culture, even prior to the start date

Why Oracle

Oracle Taleo Social Sourcing enabled Hitachi Consulting to improve employee recruitment and talent management. "The best hires come from employee referrals because great employees want to work with other great people. And, individuals brought in by employee referrals are more likely to have the same values, fit our culture better, and stay longer," said Julie Jochems, director of US talent acquisition, Hitachi Consulting. "With Oracle solutions, we were able to maximize our employee referrals with the newly integrated talent-acquisition capabilities."

Implementation Process

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