



Overview

The need

A global industrial automation company had a dated, difficult-to-use web site for job seekers.

The solution

Selection of IBM Employment Branding to create a mobile-responsive, dedicated career site

The benefits

- 64.5% increase in visitor traffic
- 89.3% increase in average session time
- 60.4% decrease in bounce rate
- 42.9% increase in applicants

Rockwell Automation

IBM Employment Branding creates a mobile-responsive career site to attract more applicants for Rockwell Automation

Rockwell Automation is a U.S.-based company dedicated to industrial automation and information. With sales offices in more than 100 countries, it provides its flagship Rockwell Software® and Allen-Bradley® automation components and integrated control systems worldwide.

The challenge: dated job site wasn't delivering candidates

Rockwell annually hires 5,000 employees worldwide. However, the company had just one page on its corporate website for job seekers, and it wasn't delivering the results Rockwell needed.

“The site was not global in content, did not have mobile responsive design, it was difficult to navigate and contained no content related to culture or opportunity, specific to careers,” explained Kerry Snelson, Global Recruitment Operations Manager, HR Operations for Rockwell.

As a long-time user of the IBM® Kenexa® BrassRing applicant tracking system, Rockwell asked IBM Employment Branding to create a mobile-responsive dedicated career site with improved search tools and integration with BrassRing.

The solution: a mobile-responsive career site

IBM Employment Branding designed a web site for job hunters that included the following:

- Integrated career site with a talent community for engaging candidates
- Interactive search map
- Job search filter that functions in 10 languages



Solution component:

- IBM Employment Branding
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The results: improved recruitment metrics and an evolving talent acquisition function

In just 45 days after the launch of the career site, Rockwell saw a significant upswing in site activity and better engagement with candidates through the new site:

- 64.5% increase in visitor traffic
- 89.3% increase in average session time, meaning visitors were spending nearly twice as much time on the site
- 60.4% decrease in bounce rate, suggesting far more visitors were finding the information they wanted
- 42.9% increase in applicants

For more information

To learn more about IBM Employment Branding, visit ibm.co/TAO



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