



PANASONIC AUTOMOTIVE SYSTEMS CASE STUDY



CHALLENGE

In early 2014, Panasonic Automotive Systems of America's business was expanding which required the addition of 100 new software engineers primarily to their Peachtree City, GA HQ (located 36 miles south of downtown Atlanta). The talent pool for embedded software engineers is limited and majority required relocation from metropolitan areas of the country. Panasonic Automotive's HQ was in the midst of completing a facility renovation by adding café's, indoor basketball and volleyball among other Silicon Valley amenities.

The goal was to compete for specialized talent through amenities and additional innovations within talent acquisition. Job openings were communicated from Panasonic's corporate shared services career site and the individuality of the automotive division was non-existent. Taleo was their applicant tracking system and several traditional recruiting job boards rounded out their tools. The average time to fill engineering roles was 180 days. The application process was cumbersome and candidates were not completing the application process due to an 8+ "click to apply" format. Job search capabilities were limited and location or business unit could be unclear on the initial career-landing page.

Panasonic Automotive did not have a social recruiting, sourcing or employer branding and attraction strategy specific to their hiring requirements. They experienced a low search engine rank "Panasonic Automotive Jobs" not appearing in the first several pages of search. Panasonic Automotive partnered with SPLICE in late 2013 to create an employer branding structure to identify and solve their issues.

SOLUTION

Utilizing a loyalty based recruiting model, Panasonic embraced a marketing centric platform including;

Develop a stand-alone career site separate from Panasonic's corporates shared service site.

Develop a separate LinkedIn page to engage talent specific to the needs of the automotive business unit.

Create an employer branding strategy to target talent for their business unit.

Redesigned career site, videos and cultural imagery

Social media strategy that builds on a "life at" model to provide insights into the automotive business unit.

Implement Customer Relationship Management (CRM) technology and create campaigns for "passive" talent and a sourcing function to focus CRM inputs.

Focus on the candidate experience and create a process that was timely, efficient and compliant.

Develop video to highlight working at Panasonic Automotive for engagement and added search engine optimization.

MEASURE OF SUCCESS

148 software engineers hired

linkedin engagement increased by 480%

recruiting time reduced by 50%

recruiting team won Panasonic's 2015 Game Changer Award

GOALS



- Positive candidate experience
- Easy apply
- Insider peek
- Social media friendly
- Show their story
- Consistent employer brand message
- Communicate the “why”
- Higher organic SEO results
- Create recruiting buzz



TARGET USERS

- Embedded software engineers
- CS/CE majors
- Brand loyalist
- Media outlets in key markets

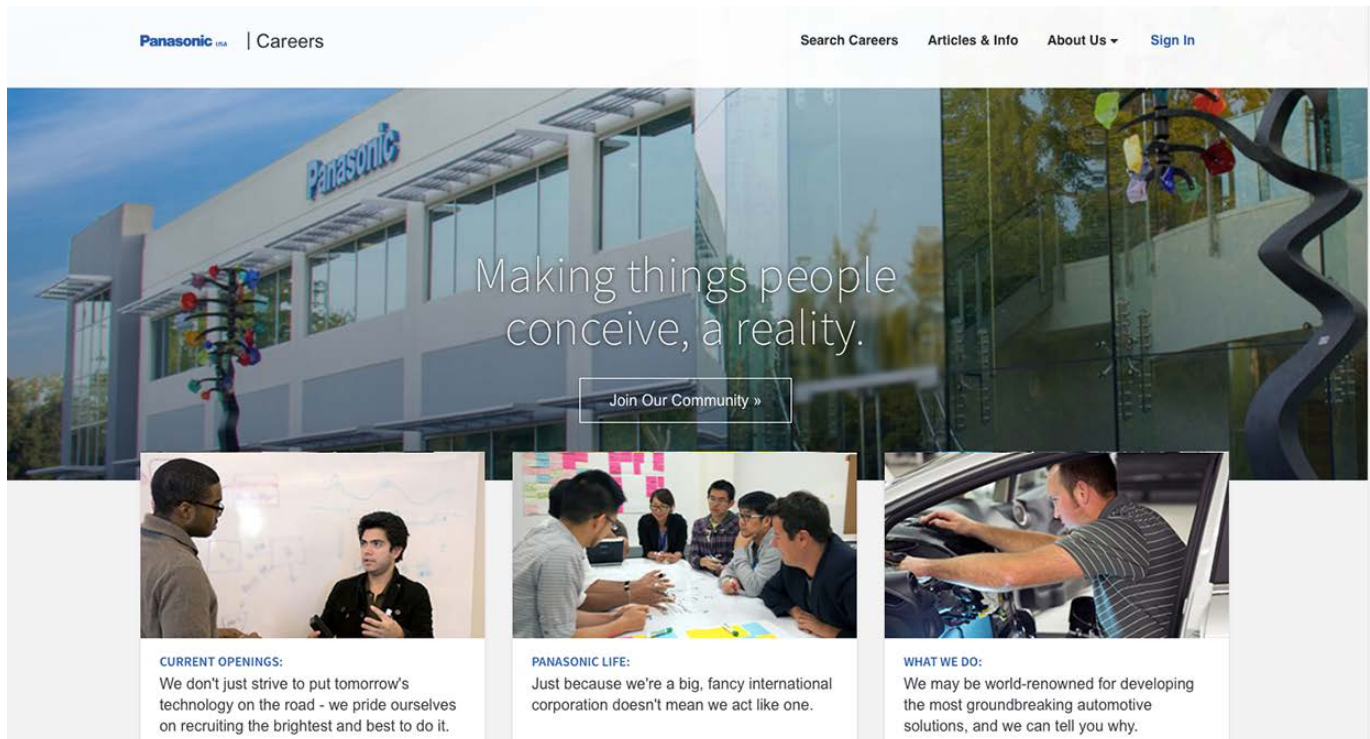


CHALLENGES

- Developing a single source web portal and community that would be approved by Panasonic corporate standards.
- Resources within the talent acquisition team with experience in the new model.
- Adoption of social plan/candidate experience strategy for teams and hiring managers



WEBSITE



SITE NOW SEEN

Panasonic Automotive's new and simplified application process is "3 click to apply" and offers the ability to complete an application with social media profiles (LinkedIn, Facebook) or simply dragging a resume and dropping.

Mobile views account for 38% of traffic and the new site is mobile optimized with the ability to apply via LinkedIn from a mobile device.

Job searches can be performed by location and are easily shared via social media buttons.

Showcase pages highlight the culture, innovation center, university hiring and other related programs. Employee testimonials are abundant in video and written form and discuss "why" work for the automotive division.





VIDEO



LIGHTS, CAMERA, YOUTUBE

Video is a large driver for search engine optimization and pages with video are 53x more likely to show on the first page of search results. "Panasonic Automotive Careers" now appears on the first page of search while "Panasonic Automotive Jobs" garners the LinkedIn branded site on the first page.



Since November 2013, the YouTube channel has received:

11,378 views

61 subscribers

1:53 average view time per video

and the top video is **"Why Work for Panasonic Automotive."**

17% of viewers are female (the number of female engineers in the U.S. is **18%-20%**) with **8%** between the ages of 25-54

WHY VIDEO MATTERS

**THE AVERAGE INTERNET USER
SPENDS 88% MORE TIME ON A
CAREER SITE WITH VIDEO.**



Job postings
with video icons
receive 12%
more views

On job boards : postings with video get
on average a **34%** greater application
rate than those without.

SOCIAL MEDIA



WORK FRIENDS

Panasonic Automotive created a unified Facebook page, which connected to the career site and other platforms. The page showcases company culture, recreational events and serves as an engagement point for fans. The page has 632 followers.



TWEET WHILE YOU WORK

Attracting the millennial demographic to a suburban location has challenges. Panasonic Automotive amassed 1,064 followers through targeted campaigns. During the first half of 2015 a distinct correlation between tweets and reach has impacted campus and internship recruiting. Top engagement came from culture pictures of corporate events, community events/conference attendance and hashtag usage.

A total of 99 tweets provided :

76,830 total impressions
766 impressions per tweet
8492 profile total visits
Average 1,415 profile visits per month
Increased followers by 473%



LINKS TO SUCCESS

Panasonic Automotive had a manageable following on LinkedIn, however engagement and content remained low. A careers tab was added with a branded page for the automotive business unit. There has been a 148% increase in followers, which has a direct impact on applicants.



Results



SOCIAL MEDIA EFFECT:

Overall every social media platform saw a significant increase in engagement and visitors and visitors impacting the ability to engage people through targeted mediums. The time to fill decreased by 210%. Click on the Social Media platforms to visit the sites.

FACEBOOK:

Total followers: 628

Average likes per post: 25

Average comments per post: 3

TWITTER:

Followers: 1,059

Average retweets: 3

776 impressions per tweet Increased followers by 473%

1,415 avg. profile visits per month

A total of 99 tweets provided 76,830 impressions

8,492 total profile visits in 2015

Top engagement came from culture pictures of corporate events, community events / conference attendance and hashtag usage

LINKEDIN:

Followers: 8,372 (5k gain)

Average comments per post: 2

Average likes per post: 35

YOUTUBE:

Subscribers: 61

Total channel views: 12k

Average views per video: 700

RECRUITMENT EFFECT:

NEW HIRES:

Goal: 100 new hires

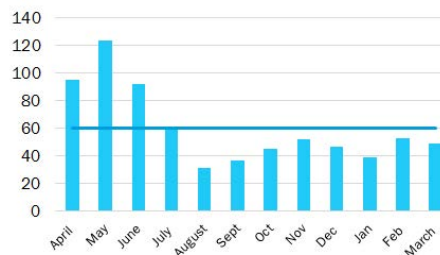
Result: 131 new hires
(31% above goal)

TIME PERIOD TO FILL POSITION

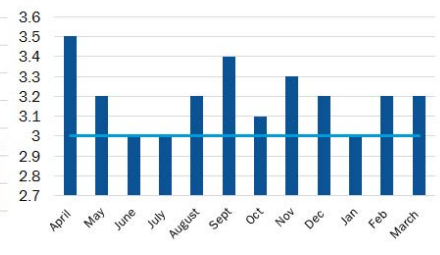
2013: 180 days

2014: 58 days (210% decrease)

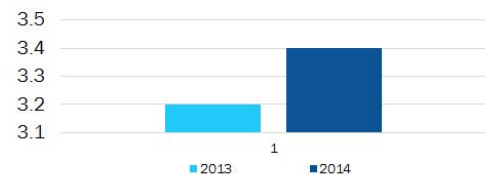
Time to Fill Open Positions
Target was 60 days



New Hire Quality
Target was 3.0



Manager and above
Performance Rating



GLASSDOOR

Increased Rating from 3.2 to 4.0

