



# Recruiting *Through* eLearning

**26% of candidates will engage in eLearning during the research and application process.\***

When it comes to identifying candidates with desirable traits such as curiosity, initiative, and attention to detail, their actions speak louder than words. Offering candidates an eLearning center with short, digital activities will educate them on your organization and opportunities while helping you identify the superstars.

READINESS is a learning management system (LMS) that hosts custom eLearning centers for employers and colleges. Contact us today to discover how an eLearning center can enhance your recruiting strategy.

## 1) Organize Your Media Assets

Aggregate and organize your media assets (videos, PDFs, slide decks, podcasts, etc.) into digital activities within your eLearning center.

## 2) Educate Candidates

Promote your eLearning center and educate candidates on your organization and career paths.

## 3) Identify the Superstars

Run the *READINESS Engagement Algorithm* to identify candidates that are taking the greatest initiative.

eLearning Center Hosting	Includes
Custom eLearning Center (LMS)	✓
Custom Activities (Buildout & Hosting)	✓
Activity Library (50+ Pre-existing Activities)	✓
Reporting Suite & Candidate Database	✓
Dedicated Client Support	✓

\*Cardinal Health Case Study

# CASE STUDY

## Market Engagement and Recruiting Impact of eLearning.

In a recent study, a division of Cardinal Health developed and promoted a “company overview” short-course to potential job applicants. The 19-minute course was designed to educate passive and active job seekers on Cardinal Health and included three short videos, one powerpoint slide deck, one pdf, and a nine-question quiz. The course was promoted by adding a link to the course at the bottom of online job postings. Data was collected, and follow-up surveys were offered to course enrollees to determine motivations and perceptions.

### Engagement Rates

**Course Start Rate: 26%** of those who applied for a job chose to voluntarily start the 19-minute Cardinal Health course.

**Course Completion Rate: 16%** completed the course by passing the nine-question quiz.

### Enrollee Education

**Deep Research: 55%** took the course for the purpose of learning more about Cardinal Health.

**Interview Motivation: 45%** took the course to improve their chances of securing a job interview with Cardinal Health.

**Informative: 81%** found the course to be informative and helpful.

**Interview Preparation: 79%** felt the course better prepared them for a job interview.

### Employer Branding

**Course Acceptance: 98%** felt ALL companies should offer an eLearning course for job-seekers and student interns/externs.

**Innovative Employer: 86%** felt Cardinal Health was innovative and tech-savvy for offering a course.

**Positive Perceptions: 62%** felt the course influenced their perceptions of Cardinal Health.

**Serious About Recruiting: 82%** felt Cardinal Health was serious about their recruiting efforts for offering a course.

