

Goodrich Corporation

SmartPost Case Study

ASSESS

Goodrich Corporation, a Fortune 500 company, is a global supplier of systems and services to the aerospace, defense and homeland security industries. Goodrich currently employs nearly 24,000 people and operates over 80 facilities in 16 countries.

Goodrich's talent management system selection process identified key initiatives – including best-of-breed job distribution technology – that would be crucial in the company's decision to move forward with a new software partner. SmartPost, as a preferred partner with several of the leading applicant tracking and talent management solution providers, offered Goodrich the ability to more accurately source, track and measure its recruitment initiatives across all of its facilities, plus gain insight into its performance and benchmarking data.

STRATEGIZE

After a thorough review process, Goodrich selected two partners to optimize its recruitment marketing investment: ADP VirtualEdge and SmartPost. This would be Goodrich's first efforts at centralizing its recruitment marketing initiatives and measuring ROI against multiple touch points. Previously, the company had no visibility on how its hundreds of users were utilizing job boards, or how they were leveraging existing media contracts.

However, centralized state-of-the-art job posting and valid metrics features were only part of what Goodrich would get. The company also required a system robust enough to support the thousands of postings it initiated every month to hundreds of different media sources globally.

IMPLEMENT

SmartPost designed a truly global strategic sourcing solution for Goodrich's 200 plus users worldwide that seamlessly integrated onto the ADP VirtualEdge platform. The integrated package gave Goodrich the sourcing, reporting and screening capabilities it needed to not only find and track the best candidates, but to also assess the effectiveness of its recruitment strategy and make the necessary adjustments going forward.

Because everything was new to Goodrich, training and planning were crucial. The implementation strategy had two separate training tracks, one for ADP VirtualEdge and one for SmartPost. The planning process among Goodrich, ADP VirtualEdge and SmartPost allowed the integration and training to occur simultaneously and the different parts of the package to debut together.

MEASURE

For the first time, Goodrich had access to the metrics it needed to assess, validate and modify its sourcing strategy. It is able to assess which job boards are most efficient and which of its recruiters are using them, affording the company better decision-making in the future. The new system showed that the 10 most used functions were averaging 90 application attempts per posting on select media. By contrast, the top 10 media used outside of existing contracts averaged only 50 application attempts per posting.

The recruiters who are using the SmartPost tool are finding value in it as well. They gave it high marks in a recent customer satisfaction survey for ease of use and customer service support, and ranked it 3 out of a possible 4 on "user acceptance of a new tool." These accolades were earned because Goodrich now has benchmarks and insight into the performance and utilization of the hundreds of job boards they post to each day. Their results showed that the company had a significant media savings in the first year, and Goodrich now has the confidence that it will be able to spend its recruiting dollars more wisely when renewals are needed or contracts negotiated.

The Goodrich logo, featuring a stylized red and orange arrow icon pointing upwards and to the right, followed by the text "GOODRICH" in a bold, sans-serif font.

“ With SmartPost we are able to make more informed sourcing decisions while instantly seeing the ROI produced by them. ”

SmartPost is an invaluable tool for our team especially in this economy where budgets are extremely tight. ”

– Kim Ashby,
HR Systems & Operations Manager