

Modern Survey Implements m/interview at Large Healthcare Company

The Client:

A large national healthcare organization that has been helping people live longer healthier lives for over 30 years, this company operates thousands of hospitals in the U.S. with hundreds of thousands of healthcare providers and serving millions of Americans. With tens of thousands of employees and annual revenue in the billions, they are a leading healthcare services organization.

Business Situation:

As an employer of tens of thousands of people, this company understands the value and efficiency in standardized systems of operation. Looking to bolster and improve their hiring process, the company took action by enlisting the technology and expertise of Modern Survey.

To put it simply, the goal for this project was to create a system that could maximize the company's ability to hire the candidates that will provide the greatest return on their investment. Critical components toward accomplishing this goal included the creation of a streamlined process for data capture, enabling hiring managers to invite all participants in the hiring process to give feedback on candidates, providing access to reports on each candidate sorting and summarizing the feedback, obtaining feedback on the hiring process from all new hires and hiring managers, and integrating the hiring process tool with the company's tools for employee performance appraisal.

Solution:

Employing the m/interview research tool, Modern Survey provided this company with an automated solution for what had previously been a cumbersome manual process of gathering and analyzing interview feedback. Implementing m/interview enabled their hiring managers to electronically provide feedback on candidates, solicit feedback from interviewers and review all feedback via a customized summary report. Throughout the process every statistical element and data-point has been made available in real-time and on-demand for each of the many thousands of interviews and candidates that have cycled through the application.

Fully integrating this tool with Modern Survey's m/research, as well as third-party applications PeopleSoft and Taleo, Modern Survey provided the company with a system that allows their Human Resources team to analyze hiring data relative to quality of hire data from standardized performance reviews. This process has enabled them to track the performance of new hires and better understand what types of candidates tend to perform at high levels.

Meeting all of the company's project requirements, Modern Survey was able to deliver a streamlined and standardized system for managing the hiring process. Utilizing the versatility of m/interview, Modern Survey successfully integrated this process with other key Human Capital Measurement initiatives increasing their ability to hire the right person for the right position.

About Modern Survey:

In less than a decade, Modern Survey has evolved into an online survey market industry leader, providing a robust suite of proprietary technologies combined with an array of consultative services that help our clients manage talent throughout the employee lifecycle, measure and evaluate customer satisfaction and gain insight into changing markets. Modern Survey products and services have spanned 100 countries on six continents in over 30 languages. In 2007, Modern Survey received over one million web survey responses and generated tens of thousands of advanced reports. Through direct and partner channels, Modern Survey's tools and services have reached more than 500 companies, over 80 of which are among the Fortune 500. For more information, please visit www.modernsurvey.com