

# SNF Holding Company

## Case Study

### OUR STORY

SNF Holding Company (SNF) is the world's leading manufacturer of water-soluble polymers, serving water and wastewater treatment organizations in 120 countries.

### THE GOAL

SNF's goal was to bring new levels of efficiency to the recruiting and hiring processes in order to keep up with rapid corporate growth.

### THE CHALLENGE

SNF's homegrown applicant tracking system (ATS) wasn't optimized for mobile - despite the 50 percent of online traffic coming from mobile devices. This resulted in high abandon rates from interested candidates, and ultimately SNF missing out on potentially game-changing talent.

### THE SOLUTION

SNF transformed its approach to talent management using Monster Talent Gateway, a holistic talent acquisition career site solution that helps employers enhance the candidate experience and increase engagement to ultimately attract and convert more qualified candidates. Mobile optimization, Monster Cloud lead capture, and Monster Cloud CRM integration ensured that candidates easily found the job information they needed from any device, and that the right data was captured for follow-up engagement.

SNF recruiters have also been empowered to search, compare, and rank candidate information to efficiently match the right candidate to the right position at the right time using our Monster Talent Management Suite. Monster Talent Management is a suite of pre-hire and post-hire talent management tools and services that reduce integration costs, avoid data dead-ends, and provide end users with one unified experience.

### THE RESULTS

Automation and efficiency improvements will save each SNF recruiter multiple weeks per year - freeing them up to use that valuable time on strategic workforce priorities rather than manual tasks.

## SNF HOLDING COMPANY

A MEMBER OF THE SNF GROUP

### HIGHLIGHTS



**Estimated time savings: multiple weeks per year for each recruiter**



**Optimized SEO, mobile, and CRM integration**

*"Monster revolutionized the way SNF recruits qualified candidates from across North America. Implementation of the Monster Talent Management Suite has streamlined the way we acquire, manage, and follow through with qualified leads. Seamless integration of a new careers website, hosted by Monster, mimics the design and functionality of our corporate website. This allows candidates to navigate effortlessly between our corporate and careers websites, and to obtain the information they need to make an informed decision about applying for one of our open positions."*

- Fred Tucker, Director of Human Resources, SNF Holding Company