



# AIR Worldwide Partners With Jobvite to Provide Model for Recruiting Success



## PROBLEM

Finding highly specialized talent

In the niche market of catastrophe modeling software, AIR Worldwide struggled to find candidates qualified enough to fill critical positions within their organization.



## SOLUTION

Jobvite Platform (featuring Jobvite Hire, Engage, and Refer)

Jobvite, along with an internally driven career page revamp, allowed AIR Worldwide to reach out to and better engage candidates, regardless of whether or not they were actively seeking a job at the time.



## RESULTS

385% increase in applications, higher candidate quality, cost savings

After partnering with Jobvite, AIR Worldwide had a pipeline filled with more high quality candidates than ever before, allowing the company to scale back their paid investment in various job boards.



## A Quest for Specialized Talent

While there's no way to see into the future to prevent disaster, AIR Worldwide's catastrophe modeling software allows users to project possible outcomes, helping them to prepare for catastrophic and related risks. A member of the Verisk Insurance Solutions group at Verisk Analytics, AIR Worldwide is the scientific leader and most respected provider of risk modeling software and consulting services. Since founding the catastrophe modeling industry in 1987, AIR Worldwide's software has been used to model the risk for events ranging from natural catastrophes to terrorism in over 90 countries. With such critical work being done, it goes without saying that AIR Worldwide needs top-notch talent. Even with more than 500 employees around the globe, they're still hiring broadly from developers to scientists and everything in between.

But their position in a niche industry, as well as their location in Boston — where the unemployment rate for IT is virtually nonexistent — made bringing the right people aboard difficult. "AIR has a great reputation within our industry, but marketing ourselves and allowing others to find us is where we struggled," says Cassie Robichaux, Senior Recruiter at AIR Worldwide. To reinvigorate their recruiting program, AIR Worldwide gave their career site a makeover — but that was only half the battle. "We needed an easy way to communicate with people, a way to integrate our international offices into our hiring process, a user friendly-system, and better metrics," Robichaux says. And after comparing recruiting platforms and realizing that "Jobvite could help us do all of those things better," Robichaux and her team chose to partner with Jobvite.

## The Jobvite Advantage

One of AIR Worldwide's biggest obstacles was their lack of passive candidates. In order to tackle this problem, they began using Jobvite Engage to set up recruitment marketing campaigns and co-branded career pages to capture candidates' interest. From there, AIR Worldwide was able to tailor the messaging specifically

to the candidates as well as maintain contact with them. Not only did this help AIR Worldwide fill open requisitions — it also helped expand their prospective talent pool for future roles. By reaching out to soon-to-be and recent graduates through Jobvite Engage, AIR Worldwide was able to build relationships with many candidates at once. As a result, AIR Worldwide was able to "move away from a just-in-time hiring model and recruit more proactively," Robichaux says. "It made communication and creating a talent pipeline much easier to manage."

In addition to using Jobvite Engage to build out their talent pipeline, AIR Worldwide leveraged Jobvite Refer to bolster their employee referral program, something that played a critical role in helping AIR Worldwide find applicants with relevant experience. Previously, it was difficult for employees to notify their friends in the industry about open jobs, since there was no system in place that allowed them to spread the word to their social networks. But with Jobvite Refer, and the power of the Publisher feature, posting about job opportunities to their different social channels was as easy as clicking a button. "At AIR, we have a saying that 'everyone is a recruiter'. Jobvite Refer has helped make employee referrals easier and allowed us to engage more employees as active recruiters," Robichaux shares.

In addition to Jobvite Engage and Jobvite Refer, AIR Worldwide also uses Jobvite Hire as a front end add-on to their corporate applicant tracking system (ATS). "We can't use Hire exclusively as our ATS because our parent company has another one in place, but the look, feel and ease-of-use with Jobvite and what it has done for our careers page and application process has been a very welcome change. It's a big improvement over our other ATS," Robichaux says.

## Across-the-Board Results

After leveraging Jobvite, AIR Worldwide saw improvements in nearly every facet of their recruiting program. In the first six months of 2015 alone, the company received almost five times more organic applicants through Jobvite than through



their corporate ATS. And Jobvite hasn't just helped boost the number of applications — it's also allowed them access to better candidates. With a larger and more qualified talent pool, AIR Worldwide has been able to reduce their spend on external job sites. "We don't have to pay for job posts anymore, other than LinkedIn. And even that expense may be eliminated soon," says Robichaux. "Jobvite has made the process of creating a talent pipeline easier than we imagined."

AIR Worldwide's experience with Jobvite has been a transformative one. "With Jobvite, we were able to take control of our application process and our brand. Not only have we attracted more passive candidates and made a better first impression — Jobvite's allowed us to create a pipeline of people who connect with our core purpose and vision, and engage them in what we're trying to do," says Robichaux. This has completely changed the recruiting game for AIR Worldwide. Robichaux adds, "Jobvite, in conjunction with our career site overhaul, has really allowed us to show our best selves."

## About AIR Worldwide

AIR Worldwide (AIR) provides catastrophe risk modeling solutions that make individuals, businesses, and society more resilient. AIR founded the catastrophe modeling industry in 1987, and today models the risk from natural catastrophes and terrorism globally. Insurance, reinsurance, financial, corporate, and government clients rely on AIR's advanced science, software, and consulting services for catastrophe risk management, insurance-linked securities, site-specific engineering analyses, and agricultural risk management. AIR Worldwide, a Verisk Analytics (Nasdaq:VRSK) business, is headquartered in Boston with additional offices in North America, Europe, and Asia. For more information, please visit [www.air-worldwide.com](http://www.air-worldwide.com).

## About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement™ (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today's expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit [www.jobvite.com](http://www.jobvite.com) or follow us @Jobvite.

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