



63% Savings in Recruiting and Improved Employer Brand Image

Company: Mohawk Industries, Inc.

Industry: Manufacturing

Size: Operating in 10 countries, employing over 38,000 people

Headquarters: Calhoun, Georgia

Mohawk Industries, Inc. is the largest flooring manufacturer in the world. A Fortune 500 multinational company that employs a diverse workforce. Mohawk Industries operates in Australia, Brazil, Canada, Europe, India, Malaysia, Mexico, New Zealand, Russia, and the United States.

Problem:

As the global leader in flooring, carpet and hard surface products, Mohawk struggled with adequate candidate flow to fill open positions in its large workforce.

In the campaign to attract job seekers, Mohawk’s talent acquisition leaders found that they were overspending on job boards and leading candidates back to an application not designed for this mobile workforce. Mohawk knew they needed a better solution, as the grueling process of manually posting jobs was weighing on recruiters and hiring managers.

Solution:

- ✓ A native integration with Mohawk’s ATS simplified workflow for recruiters and hiring managers resulting in continued ability to leverage Jobalign’s superior hourly Candidate Engagement Platform directly through Mohawk’s ATS dashboard.
- ✓ Mohawk increased hourly candidate flow with the Jobalign Intelligent Sourcing Engine (ISE) to automate job advertising and lower costs.
- ✓ Seamless use of Jobalign tools including Smart Apply, ISE, and Candidate Messenger better engaged candidates who were then automatically placed into Mohawk’s ATS.
- ✓ With Jobalign, Mohawk has increased their candidate flow and reduced application abandonment, resulting in more hires.
- ✓ In under a year, Mohawk was able to completely transform their hourly talent acquisition strategy.

Benefits:



63% savings in labor and job advertising



4,000+ Pre-screened applicants delivered



79% mobile applicants

We love the integration that we have with Jobalign and iCIMS. All of the candidates that we get from Jobalign go directly into iCIMS so recruiters and hiring managers can get in touch with them right away.

Becky Hale
Sr Manager, Talent Acquisition at Mohawk