

**Company:**

Motorola

**Industry:**

Telecommunications

**Headquarters:**

Schaumburg, Illinois

**Challenge:**

To find a global talent management solution to automate their high volume global recruiting needs and support diversity and compliance best practices.

**PeopleFluent Solution:**

Recruiting Management System

Workforce Compliance and Diversity

## Motorola Automates High Volume Recruiting for Increased Efficiency and Compliance

**Company Profile**

Motorola is a global communications leader, focused on advancing the way the world connects. Headquartered in Schaumburg, Illinois, with over \$30.1 billion in revenue, their technologies, innovative communication solutions and services continue to expand each year. With operations in countries around the world, Motorola is committed to meet the mobile needs of their global clients with efficient phones, powerful wireless capabilities and advanced media devices.

**Business Challenge**

Motorola is a technology powerhouse. As the company progressed and expanded its operations internationally, the number and diversity of candidates applying for various positions within the company quickly increased. At the time, the company was using a home-grown recruiting/hiring solution consisting of Excel spreadsheets and an overflowing candidate database. With the absence of automated processes, tasks and communications, along with limited global capabilities, recruiters and hiring managers were spending extensive time filling positions, impacting their ability to meet the other demands of their jobs. Motorola realized an enterprise-wide talent acquisition solution was needed to tackle their recruiting issues. With the growth of a more diverse workforce, the importance of a comprehensive diversity and compliance program to meet affirmative action and OFCCP standards became significant.

“We were looking for a talent acquisition system to automate our manual processes that was easy-to-use and efficient, with dynamic reporting and business analytics,” stated Tracy Cordova, Global Talent Acquisition at Motorola.

## PeopleFluent Solution

**PeopleFluent Talent Engagement Cloud** provided Motorola with a comprehensive global solution that included their high-volume Recruitment Management System (RMS), robust affirmative action software (Workforce Compliance and Diversity (WCAD) coupled with outsourcing services to support their diversity initiatives. The global configurability of RMS provided Motorola control and flexibility, giving each business entity within the organization the ability to best achieve their unique recruiting goals. Blending these solutions allowed Motorola to align their recruiting strategies with their overall compliance goals.



“Our partnership with PeopleFluent continues to grow, and their scalability continues to impress us. PeopleFluent is one of the only providers in the marketplace that easily allows Motorola the ability to link our diversity objectives and affirmative action placement goals with our overall global recruiting initiatives.”

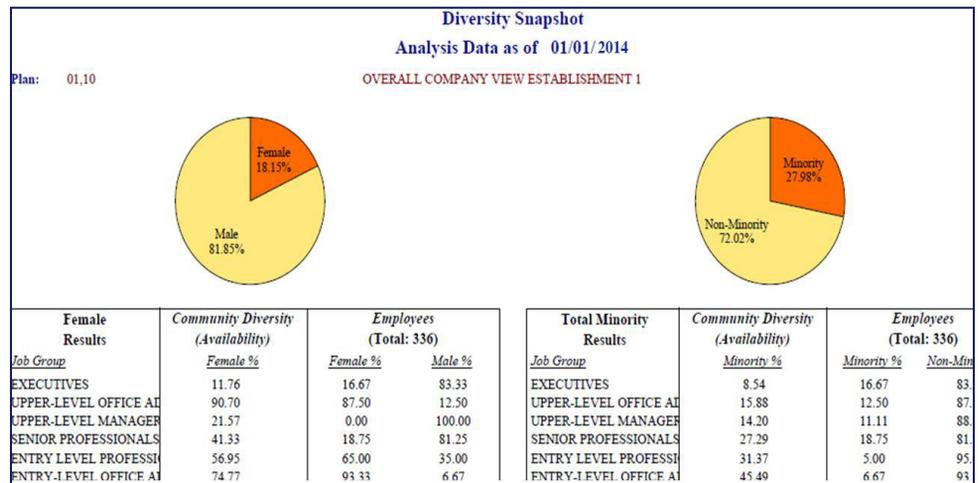
**Tracy Cordova, Global Talent Acquisition, Motorola**

### Recruiting

PeopleFluent helped Motorola to realize their global recruitment vision. With the RMS solution, recruiters, HR and hiring managers within Motorola are now able to customize and manage the hiring workflows with ease and have the assurance that each candidate, regardless of their location throughout the world will progress through the company’s established process. The Candidate Portal has the ability to be translated into 20 different languages providing Motorola the flexibility to support local customs and preferences for their global office locations. Candidates applying for positions within Motorola can see postings in different languages, offering a unique, tailored candidate experience.

### Compliance and Diversity

The WCAD solution provides hiring managers and HR staff with in-depth analytics, making it easy for them to manage their diversity and affirmative action plans. Motorola is alerted immediately when problems arise, so they can react quickly to resolve any issues, allowing Motorola to be OFCCP-compliant and audit ready, anytime. PeopleFluent’s strong reporting features allows all parties to disseminate key information and turn data into true, strategic, actionable insights. Motorola has extended affirmative action initiatives to the hiring managers making them accountable for their own diversity goals within their department. Debi Oliveria, Manager of HR Compliance for Motorola shares her satisfaction with the Motorola/PeopleFluent partnership, “We are extremely fortunate to partner with PeopleFluent because our talent acquisition and diversity strategies literally go hand-in-hand. It is so refreshing to have a solution that can be a leading provider for both our hiring and compliance initiatives, while supplying our hiring managers a more diverse pool of candidates.”



**Waltham, Massachusetts**

300 Fifth Avenue  
Waltham, MA 02451 USA  
Tel: +1-781-530-2000

**Raleigh, North Carolina**

434 Fayetteville Street,  
9th Floor  
Raleigh, NC 27601 USA  
Toll-Free: (877) 820-4400  
Tel: +1-919-645-2800

**London, United Kingdom**

15 Fetter Lane  
London EC4A 1BW  
United Kingdom  
Tel: +44 (0) 20 7832 3440

[www.Peoplefluent.com](http://www.Peoplefluent.com)

## Business Results

### Dynamic Metrics and Analytics

Motorola has over 150 recruiters and 10,000 managers using PeopleFluent's solutions globally. Utilizing RMS and WCAD technology to capture unique recruiting insights such as their source-of-hire, time-to-hire and diversity metrics, PeopleFluent integrated seamlessly into Motorola's own corporate data warehouse to produce a single source of truth. The company uses this actionable business intelligence data to support workforce planning initiatives within all of their locations throughout the world.

Initially, Motorola partnered with PeopleFluent to manage their talent acquisition process. Now, Motorola is able to accomplish multiple objectives using PeopleFluent's solutions including enhanced visibility into diversity goals and advanced recruitment management, both tied to powerful reporting and analytics tools. Since partnering with PeopleFluent, Motorola's talent management achievements are impressive.

### Over a 5 year period Motorola:

- Processed over 1 million candidates through RMS
- Hired and onboarded 40,500 employees
- Reduced Time-to Hire by 35%
- Reduced Affirmative Action planning time by 50%
- Improved visibility into diversity goals
- Developed diverse pool of candidates

## About PeopleFluent

PeopleFluent, the leading total workforce HCM technology company, redefines Talent Management with an innovative Talent Engagement Cloud that is built around people and not HR processes. PeopleFluent has worked with over 5,100 organizations in 214 countries and territories to engage employees to drive better business results. Today, 80% of the Fortune 100 relies on PeopleFluent as part of their talent management delivery strategy, helping them successfully achieve their talent aspirations.

