

'A significant stride'

RESUME SOFTWARE SAVES HR MANAGERS TIME AND MONEY

BY DEAN ANDERSON

The days of human resources managers going blind with resumes is over. Most larger companies have gone to accepting resumes online, but several metro companies are using software that takes the computerized process to the next level.

Kim Brecheen, senior recruiting specialist at American Fidelity Assurance Group for the last nine years, says her company uses software developed by HRLogix.

It's been a lifesaver for her.

"Once you have this, you can't even think of how you ever did without it, and I don't think I could do it," Brecheen said. "You get kind of spoiled in a way. You really do."

Brecheen said she loves the interface known as the dashboard that allows quick, at-a-glance organization of qualified applicants for each position.

Information is sorted out and stored, allowing for quick retrieval of selected keywords inside resumes, resulting in more qualified applicants.

"It has been a significant stride in improvement in our recruiting process," Brecheen said.

American Fidelity is actually in the process of upgrading its HRLogix software to the newest level. Brecheen said she's been wowed again.

"Just to see where they've come in two years with the upgrade has been significant. I'm amazed at how they do it in such a short amount of time," Brecheen said.

Rose Mary Howard, human resources specialist for Norman Regional Health System, agrees the system has turned her department around as well.

Back in 2004, Norman Regional's human resources department had nearly 500 applications pouring in each month. The hospital searched across the country, but found the solution in its own backyard.

Using software provided by HRLogix, potential applicants were now able to file and update resumes at their leisure and search the hospital's job database using personalized search agents.

At the same time, Norman Regional Human Resources staff was able to identify the best employees for certain positions through keyword searches of existing applicants.

The hospital is the second-largest employer in Norman behind the University of Oklahoma.

"The system is much more time efficient for us. We qualify more applicants and have a larger pool of applicants to select from," Howard said. "I believe it takes the place of at least one recruiter."

"It has allowed us to receive more applicants for review. More applicants means a greater pool of qualified applicants to choose from. At this point, I don't know what we would do without an applicant tracking system. It has allowed us to be just one more step ahead in the recruiting field."



Sue Nicholson and Julia Burleson with Norman Regional Healthcare Systems peruse resumes on Burleson's computer. PHOTO/MARK HANCOCK

HRLogix has established itself as a leader in applicant tracking software.

The Oklahoma City-based company landed the MGM Grand Casino account in its first year of operation in 2002.

President and founder Maryann Gragnon boasts how her company's software helped double MGM Grand Hotel and Casino's hires in less than a year with 30 percent less recruiters.

That translated into a \$100,000 savings in MGM's labor budget and a 50-percent decrease in its advertising budget.

HRLogix now operates in more than 80 percent of the gaming sector on the Las Vegas Strip.

The company continues to grow after moving into its new offices at 13431 Broadway Extension.

In October 2006, HRLogix announced it had signed on with Resorts International Casinos, the world's largest privately-held gaming organization.

"We've had an online application for some time, but we needed something that would really streamline our entire hiring process," said Phil Fortino, senior vice president of human resources at Resorts International. "Having candidate information digitally was just the first step. To keep from losing great candidates to other properties, we had to find a way to conveniently and efficiently get them through our system." ♦