

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

# Getting to Know Big Data


Abigail Haskell, CSP  
Business Intelligence Analyst  
Elwood Staffing Services  
*elwoodstaffing.com*

Jenna Hladik, CSP  
Marketing Manager, Workforce Intelligence  
Elwood Staffing Services  
*elwoodstaffing.com*

Elizabeth Schillo  
Senior Vice President of Sales  
Dice  
*dice.com*

Wednesday, Oct. 28  
2:30–3:30 p.m.




 American Staffing Association


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## AGENDA

- Big Data and Business Intelligence ◀
- Master the Problem-Solving Process ◀
- Find Power in Your Own Data ◀
- Partner with Your Vendors ◀
- Question & Answer Time ◀

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## BIG DATA DEFINED

- **1997** Data sets are generally quite large, taxing the capacities of main memory, local disk, and even remote disk. We call this the problem of big data. When data sets do not fit in main memory (in core), or when they do not fit even on local disk, the most common solution is to acquire more resources (NASA)
- **2011** Data sets whose size is beyond the ability of typical database software tools to capture, store, manage, and analyze (McKinsey)
- **2014** The broad range of new and massive data types that have appeared over the last decade or so. (Big Data@Work)




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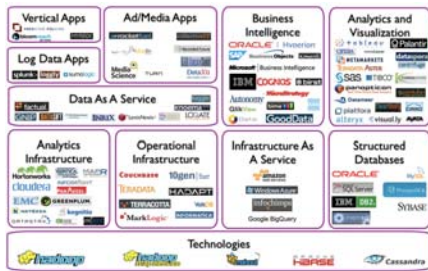
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## BIG DATA LANDSCAPE: SOURCES OF INFORMATION




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## BIG DATA IN DAY TO DAY LIFE



**HACKERS WHO STOLE** sensitive customer information from the cheating site AshleyMadison.com appear to have made good on their threat to post the data online.

A data dump, 9.7 gigabytes in size, was posted on Tuesday to the dark web using an Onion address accessible only through the Tor browser. The files appear to include account details and log-ins for some 32 million users of the social networking site, touted as the premier site for married individuals seeking partners for affairs. Seven years worth of credit card and other payment transaction details are also part of the dump, going back to 2008. The data,




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**BUSINESS INTELLIGENCE**



**BIG DATA**  
vs.  
**Business Intelligence**

**BIG DATA**

- ▶ Datasets are too large and/or complex to process with traditional applications

**BI**

- ▶ Using internal and external data to answer business questions and solve business problems

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**DATA'S ROLE IN THE WORKPLACE**

- Today's workplace is becoming increasingly data-driven
- Decision-making is becoming more centralized
- Perception is *not* reality—people make better decisions when combining data and intuition
- Clients can't argue with data, but they can argue with feelings

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**MASTER THE PROBLEM-SOLVING PROCESS**

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### THE PROBLEM-SOLVING PROCESS

DEFINE YOUR AUDIENCE, PROBLEM & SCOPE **1**

SEEK THE APPROPRIATE DATA **2**

TRY, TRY AGAIN UNTIL YOU FIND THE ANSWER **3**

DON'T RECREATE THE WHEEL **4**

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### DEFINE YOUR AUDIENCE

<div style="background-color: #00a0e3; color: white; padding: 2px 5px; margin-bottom: 5px;">INTERNAL STAFF</div> <p>Process Improvement</p>	<div style="background-color: #00a0e3; color: white; padding: 2px 5px; margin-bottom: 5px;">CURRENT CLIENTS</div> <p>Account Preservation Account Maintenance Inciting Action</p>	<div style="background-color: #00a0e3; color: white; padding: 2px 5px; margin-bottom: 5px;">POTENTIAL CLIENTS</div> <p>Solving Current Issues Positioning Your Company</p>
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### DEFINE YOUR PROBLEM & SCOPE

- Ask a question that can be answered
- Utilize "The 5 Whys" Method
- Define frequency you will need to answer or re-answer the question



*Consider including your vendors at this point in time!*

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### SEEK THE APPROPRIATE DATA

- The right data will resonate with your buyer and incite action
- Start your search inside your own ATS and look elsewhere for context
  - **Business Intelligence** can solve problems contained to smaller environments
  - **Big Data** can explain large trends or supplement business intelligence to help you understand how those trends play out in a smaller market



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### FIND POWER IN YOUR OWN DATA



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### ATS REPORTS

Your applicant tracking system generates and stores **many** data points.

Some reports you may already use include:

- ▶ Time to fill
- ▶ Headcount
- ▶ Turnover
- ▶ Spend
- ▶ Injuries



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### HARNESSING YOUR DATA

From **RAW DATA** to **RELEVANT INSIGHTS**

**wood staffing** **Dice**

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### EXTERNAL DATA

<p><b>GOVERNMENT RESOURCES</b></p> <ul style="list-style-type: none"> <li>BLS</li> <li>DOL</li> <li>Census Bureau</li> <li>Federal Reserve</li> </ul>	<p><b>INDUSTRY RESOURCES</b></p> <ul style="list-style-type: none"> <li>ASA</li> <li>SIA</li> <li>SHRM</li> </ul>	<p><b>OTHER RESOURCES</b></p> <ul style="list-style-type: none"> <li>Surveys</li> <li>Data from Vendors</li> </ul>
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**wood staffing** **Dice**

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**EXAMPLE 1:  
LOW WAGE  
ASSIGNMENTS**

### BEFORE EXTERNAL DATA

*ATS DATA ONLY*

Field staff said low wage jobs were:

- ▶ Hard to fill
- ▶ High turnover
- ▶ Taking too much time

Applicants cited higher pay expectations

**wood staffing** **Dice**

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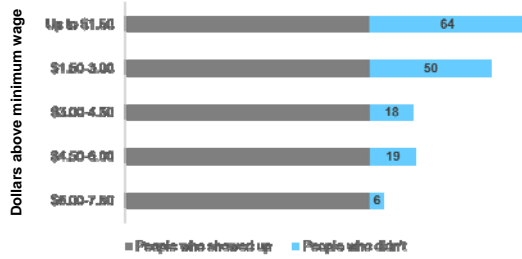
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### DAY 1 NO CALL NO SHOWS



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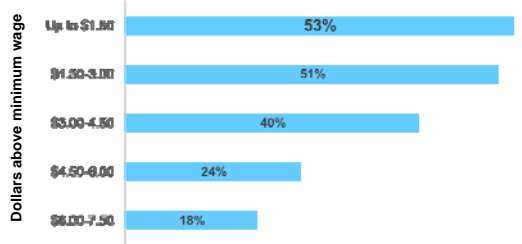
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### JOB ABANDONMENT AS % OF ADE



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### OUTCOMES AND ACTIONS

Quantifying the relationship between wages and no-call-no-shows allowed us to:

- Improve our pricing strategy
- Refine our overfill targets
- Educate clients on recruiting conditions

Knowing low wages and job abandonment are strongly correlated helped clients:

- Decide to raise wages to save money
- Understand the high cost of a low wage



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**EXAMPLE 2:  
APPLICANT  
COMMUTE TIME  
EXPECTATIONS**

**BEFORE EXTERNAL DATA**  
*ATS DATA ONLY*

"How long are you willing to drive?"  
Used to filter applicants for job matches  
Not interesting to clients



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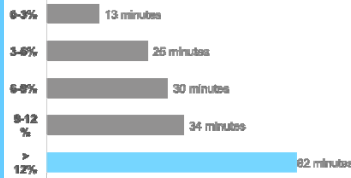
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**AVERAGE  
ACCEPTABLE  
COMMUTE  
30 MINUTES**

**ACCEPTABLE COMMUTE**  
*BY COUNTY UI RATE*



Source: 2014 Elwood applicants, US BLS



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**OUTCOMES AND ACTIONS**

Now that we know the tie between unemployment rates and commute-time-sensitivity, we:

- Set initial search radii smaller in hotter markets, saving time for recruiters and staff
- Coach clients on how market conditions influence all sorts of applicant expectations, not just pay



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# USE BIG DATA FROM VENDOR & PARTNER COMPANIES



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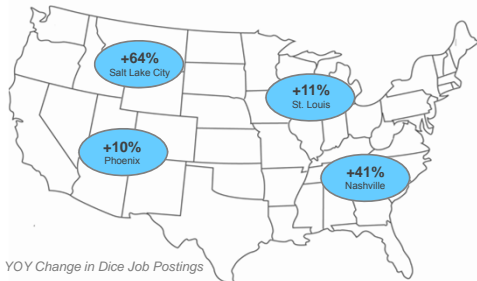
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## UNDERSTAND LOCAL MARKETS

Tech Recruiting Gaining Momentum Outside Major Tech Hubs



YOY Change in Dice Job Postings



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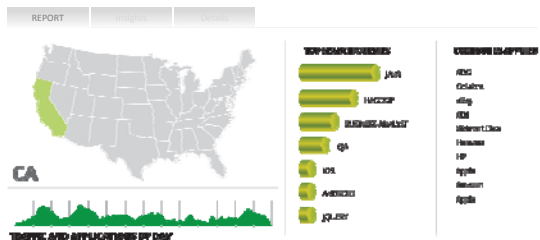
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## KNOWING WHO YOU COMPETE WITH FOR TALENT

Business Insights and Customer Education



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### GET MORE OUT OF YOUR SPEND #DICE141

Recruitment Marketing

- Mobile-friendly
- Social & Viral
- Utilizes Big Data
- Results:
  - 2x Reach
  - 12x Click-Thru vs. Display



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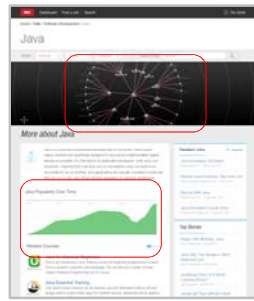
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### BIG DATA FOR SKILLS

- Learn how skills interrelate with similar skills
- Dice jobs data provides a window into the popularity of specific skills over time



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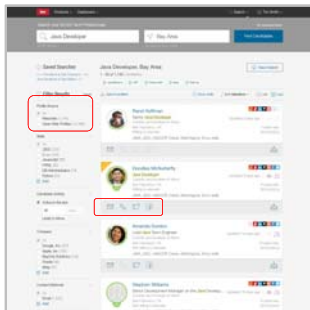
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### BIG DATA: OPEN WEB

Accessing data on candidates from 130 sites

- Combined Open Web and Resume results
- Simple, accessible contact information fits into the recruiter's workflow



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### BIG DATA IN WORKFLOW

Getting New Candidates in Your System

- Direct ATS integration
- Insight into skills, experience, and activity around skills on social media



The screenshot shows a candidate profile for 'Dilbarth Kuzjarska'. It includes a 'Skills' section with a horizontal bar chart showing proficiency in various skills. A 'Summary' section is also visible. The interface is branded with 'elwood staffing' and 'Dice' logos.

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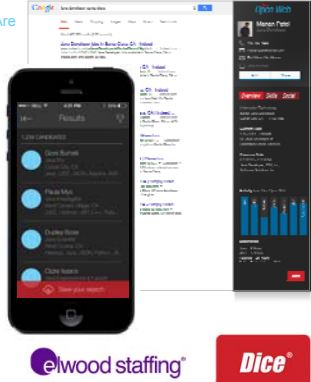
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### BIG DATA IN MOBILE

Engaging Candidates Where They Are

- Open Web aligns with the workflow of recruiters.
  - Chrome plugin which provides access to candidates right in the browser
  - App available for iPad and iPhone



The screenshot shows the 'Open Web' mobile application interface on a smartphone. It displays a list of candidate profiles with circular icons and text. The interface is branded with 'elwood staffing' and 'Dice' logos.

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### BIG DATA: GETTING PIPELINE INSIGHTS



The screenshot shows a recruitment dashboard with various analytics and pipeline insights. It includes a 'My Account' sidebar, a 'Your Search Results Manager' section with a pie chart, and a 'Pipeline Insights' section with a bar chart. The dashboard is branded with 'elwood staffing' and 'Dice' logos.

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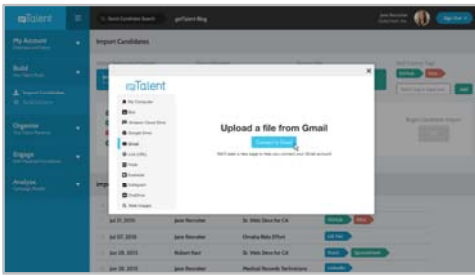
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### BIG DATA: FRESHENING UP YOUR APPLICANTS




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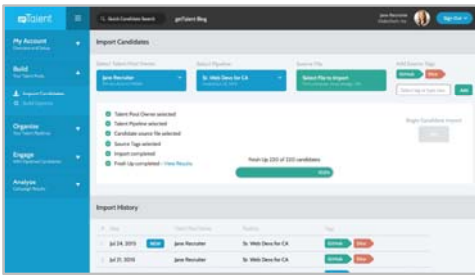
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### BIG DATA TO ENGAGE UPDATED CANDIDATES




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### BIG DATA TO MEASURE ENGAGEMENT SUCCESS




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### HOW TO ENGAGE PARTNERS ON BIG DATA

- Engage partner/vendor on key initiatives for the year/quarter/situation
- Ask to meet with your sales rep **AND** the person who owns their product roadmap
- Ask these questions:
  - How are you investing in using big data to engage candidates?
  - How are you investing in using big data to give insights or show ROI to staffing firms?
  - How are you validating this with your customer base?
- Offer to be a beta tester for them in exchange for giving feedback on their development process
- Understand what success means to you



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### QUESTION & ANSWER



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American Staffing Association

Thank you for attending this Staffing World 2015 workshop



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Elwood Staffing Services



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