



“Talent Market Analyst helped us identify the root cause of our recruiting problem. We were then able to use that information to develop solutions to solve the problem.”

SENIOR MANAGER, SOURCING STRATEGY
Time Warner Cable

COMPANY PROFILE

Time Warner is one of the largest providers of video, high-speed data and voice services in the United States. Time Warner serves more than 15 million customers in 29 states, and employs over 50,000 people throughout the United States.

CAREERBUILDER SOLUTION

Time Warner partnered with CareerBuilder to assist with their workforce planning and recruitment efforts. CareerBuilder introduced Time Warner to Talent Market Analyst - a tool that provides organizations with access to current and projected labor market and economic trends, making it easier for them to make strategic workforce planning decisions. Time Warner used Talent Market Analyst to help solve the following business problems:

- Staffing high turnover positions within its call centers
- Uncovering relevant job titles to identify available talent pool for open positions

RECRUITING SUCCESS STORIES

Prior to purchasing EMSI's Talent Market Analyst through CareerBuilder, Time Warner had never utilized labor market data to analyze the size of their available talent pool. It has had success using the data from the tool for several key business decisions.

Time Warner has seen outstanding results after partnering with CareerBuilder including the following:

- **Analyze Size of Available Talent Pool** - Time Warner has had a consistent problem staffing their call centers in New York. Using Talent Market Analyst, they were able to pull a report including all relevant job titles for their open positions to gain insight on the size of the available talent pool. They then used this information to demonstrate to their recruiting managers that there was an extremely limited pool of talent available in New York.
- **Determine Solutions Recruiting Problem** - After uncovering that a limited pool of talent was the root of its recruiting problem in New York, Time Warner was able to develop solutions for addressing the issue. For instance, they have decided that they must improve their recruiting funnel and significantly reduce their applicant-to-hire ratio to fit within the constraints of their local talent pool. Because Time Warner now has data to demonstrate that staffing their New York is a challenge, they can confidently pursue an informed solution with the blessing of hiring managers and call center leaders.

FOR MORE INFORMATION:

For more information on how CareerBuilder.com can positively affect your business, call your Account Representative or (877) Fill-A-Job today.

