



Dent Wizard Provides Full Circle Candidate Engagement

Company:	Dent Wizard
About:	The World Leader in Automotive Reconditioning
Employees:	3,000
Recruiters:	8
Annual Hires:	1,200 (approx.)
Hiring Scope:	North America
Survale Programs:	“Always On” Feedback, Phone Screen Feedback, Interview Feedback, Hiring Manager Feedback

Dent Wizard is the nation's largest provider of automotive reconditioning services, with approximately 3000 employees and over 1,600 technicians servicing over 4,000 customers. Many Dent Wizard technicians work in the field providing virtual turnkey dent repair, paint and other reconditioning services for it's primarily commercial clients.

Each year, through growth and turnover, Dent Wizard hires nearly 1200 highly skilled technicians, providing big earning potential for those who possess entrepreneurial traits unique to the profession. With these kinds of specialized talent needs, the last thing Dent Wizard can afford to do is lose an engaged candidate because of a bad experience.

QUEST FOR DATA

When Director of Talent Acquisition and Talent Strategy, Tony Suzda, started at Dent Wizard two years ago, getting accurate hiring data and providing a world class candidate experience were the foundation of his

strategy for improving Dent Wizard's hiring capabilities. His first initiative was to replace Dent Wizard's ATS with candidate-centric and data-driven Jobvite.

Suzda was keenly interested in understanding the effect the new Jobvite configuration would have on his candidates. Luckily, Jobvite told him about their partner Survale's Candidate Feedback Platform.

FULL CIRCLE CANDIDATE EXPERIENCE AND ENGAGEMENT

Based on previous experience advising another ATS, Suzda had imagined a system that could gather candidate and hiring manager feedback at each phase of the hiring process. He had yet to find one - until he encountered Survale.

"Survale was just the kind of system I had envisioned," said Suzda. "There was really no selection process because they were exactly what I needed and they were an integrated Jobvite Partner."

After engaging with Survale, Suzda moved quickly to selection and implementation, despite having just gone through an ATS implementation. Suzda recognized the opportunity to partner with Survale to achieve his immediate goals, as well as to help influence the future direction of Survale's roadmap.

OPTIMIZING CANDIDATE EXPERIENCE WITH SURVALE

Dent Wizard immediately utilized Survale to help configure Jobvite for optimal candidate experience.

"Survale helped us understand a lot about our new Jobvite system and beyond," said Suzda. "Where bottlenecks were occurring with our configuration, where candidates were having a not so great experience, where managers were having a not so great experience, where people fell off. I can run a bottleneck report in my ATS, but having a candidate tell me specifically why was much more helpful."

Right off the bat, Dent Wizard learned that most of their candidates had resumes, contrary to their previous assumptions. And these candidates didn't want to fill out applications.

They learned more about their employer brand strengths and weaknesses and where candidates were learning about Dent Wizard. In addition, they confirmed some of their suspicions about hiring managers in the hiring process. They were able to use Survale data to train hiring managers to be better interviewers.

Further, Dent Wizard was able to use Survale to measure the effect of that training over time to confirm that indeed candidates were reporting improvement in hiring manager performance.

Likewise, hiring manager feedback uncovered areas of recruiting that were not working for hiring managers, and Dent Wizard was able to use that data to improve recruiting processes to be more helpful to their internal customers.

“We continue to learn daily about process changes, systems changes, how to make better hires, how to engage people more effectively”, said Suzda. “And that all ties back to candidate experience which is, year in and year out, one of my most important tasks.”

Candidate experience is so important to Suzda because Dent Wizard has learned that bad candidate experience gets around in the automotive industry.

“Every candidate that applies to Dent Wizard knows at least five colleagues who would also apply,” said Suzda. “Bad candidate experience can absolutely destroy our ability to recruit in any given region.”

“It really surprised us how many people took the time to provide us with feedback.”

- Tony Suzda

SURVALE SURPRISES

One of the most surprising aspects of Survale for Suzda was just how many candidates actually take the time to actually provide feedback, even those who are not prompted. Survale’s “Always On” career site surveys provide a steady stream of feedback from candidates who simply want to engage.

“It really surprised us how many people took the time to provide us with feedback just because we gave them the opportunity,” said Suzda.

More Use, More Value

Clients quickly find out that Survale’s flexible feedback platform can be used to gather and analyze just about any feedback an enterprise might want to track. The more you use Survale, the more value you get out of it.

Dent Wizard currently uses Survale's "Always On" feedback on their career site, as well as a post-applicant follow up survey, post-phone screen feedback, post-interview feedback and a hiring manager satisfaction survey after hire.

Looking forward, Suzda would like to begin gathering year one quality of hire feedback and is working with colleagues to plan this.

Survale Benefits

When asked about the top three benefits of Survale, the self described "data nerd" immediately lists "having data" as his top benefit. Suzda explains that Survale provides hard data he can bring to Dent Wizard's CEO and Board to justify investment in areas that will increase his ability to recruit.

Second is a boost in candidate satisfaction. He has observed that candidates are sticking with the process longer. They are getting more applicants as a result of changes they've made because of Survale. Interview satisfaction has increased as well.

"I can run a bottleneck report in my ATS, but having a candidate tell me specifically why was much more helpful."

- Tony Suzda

Finally, Suzda points to a better understanding of what their hiring managers need from recruiting. As a result, they've been able to increase the quality of applicants. Through education and better candidate experience, hiring managers are now seeing higher quality candidates and are less concerned with quantity. And they're trusting recruiters more because recruiters are continually getting and acting upon hiring manager feedback.

Survale Implementation and Service

"I'm a huge fan of Survale's service!" said Suzda. From day one Survale has been more of a partner than a vendor. Survale has taken Suzda's requirements and overlaid them against best practices, working as team member rather than prescribing rote configurations or content.

"Implementation went so smoothly, it didn't feel like a real implementation," said Suzda. "The process was very structured but Survale allowed Dent Wizard to be very involved in creating the surveys and understanding the system during the implementation."

If Suzda has a question or need or concern, it's always addressed promptly. More than once, Suzda has discussed wanting to explore a use case with Survale and was met with face-to-face meetings to discuss his needs.

When asked if he is proud of Dent Wizards high candidate and hiring manager satisfaction indexes in their Survale candidate experience dashboard, Suzda replies "I am!" And he should be.

ABOUT SURVALE

Survale is a Workforce Analytics Platform providing employers with an "Always On" solution for automatically gathering, analyzing and acting upon satisfaction and engagement data from candidates and employees as they traverse the hiring process. From job openings to interviews to onboarding to ongoing employee feedback and quality of hire data, Survale has the tools to measure and optimize your workforce throughout the talent lifecycle. For more information, visit survale.com.

ABOUT DENT WIZARD

Dent Wizard International, established in 1983, is North America's largest provider of automotive reconditioning services and related products. Services include paintless dent removal, minor body repair including bumpers, wheel restoration, interior repair, appraisal and catastrophe support, key origination and duplication, plus finance & insurance products. Dent Wizard serves the automotive industry's leading companies through a diverse mix of customer channels: dealers, auctions, rental, finance & insurance and catastrophe/OEM, which includes auto body shops and insurance companies. Dent Wizard is transforming the automotive reconditioning market through its full service solutions and unmatched scale and expertise. A clear value proposition, track record of expansion and growth, sophisticated scalable infrastructure, best-in-class technicians and entrepreneurial management team are reasons Dent Wizard is the leading North American platform. An affiliate of Gridiron Capital, a private equity investment firm, St. Louis-based Dent Wizard operates throughout North America.