

Case Study

Kimball Midwest's Candidate Feedback Culture: A Survale Success Story

Kimball Midwest is a quarter billion-dollar force in the industrial maintenance sector, with over 45,000 products and a strong network of distribution centers throughout the U.S. It is a company that has grown exponentially by offering value-added products and industry-leading services to its customers.

When the Company was considering ways to increase their sales hiring capabilities, the Sales Recruiting Department identified candidate experience as an untapped opportunity to drive increased Sales Recruiting results.

One of Kimball Midwest's first projects, based on survey feedback, is to enhance their career site by streamlining navigation, improving user experience, and focusing on their employer brand representation. Because user feedback has always been a big part of Kimball Midwest's corporate culture, it was only natural that candidate input drive ongoing candidate experience improvements.

Enter Survale

When Sales Recruiting Project Supervisor Katie Moore learned of [Survale's candidate feedback platform and analytics](#), she was enthusiastic about the possibilities. "Because the feedback collection was automated and purpose-built for candidate experience, Survale was just a perfect solution for what we wanted to do," said Moore.

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The team considered SurveyMonkey, but gathering of feedback online was not automated and it didn't support the sequenced delivery of surveys via email. They also looked at an employee engagement solution, but ultimately determined it wasn't the right fit for candidate experience feedback.

Survale's combination of "always on" career site feedback collection, engaging mobile-friendly surveys, and automated survey campaigns fit the bill for Kimball Midwest's candidate experience strategy.

The Value of Collecting Candidate Feedback

After a brief implementation process, Survale was activated on Kimball Midwest's career site,



uncovering plenty of positive feedback, as well as several useful suggestions for improved candidate experience.

It became immediately obvious that candidates strongly desired resume parsing/social profile extraction to reduce application time and effort. This has become a pet project for Moore, as Survale's data justifies that need.

The data also supported the importance of communication throughout the recruiting process, from confirmation of resume receipt to follow-up by recruiters and hiring managers.

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“The structure of our sales recruiting process puts most of the hiring responsibility on hiring managers,” said Moore. “We plan to take the feedback we are receiving directly from candidates via Survale to start a conversation around what candidate experience is and what we can do to make sure that we are always remembering what it is like to walk in the shoes of a candidate. There are so many small, incremental changes we can make as a team to create a more positive candidate experience, while also increasing hiring capabilities.”

Survale Feedback Turns Candidates Around

With Survale's “always on” capability reliably gathering candidate feedback 24/7 on Kimball Midwest's career site, the Company began implementing another survey to be sent each time a

sales job offer was declined. Kimball Midwest wanted to know how they could strengthen their offers and improve their acceptance rate.

That's when an amazing thing happened.

Three of the first five candidates who completed declined offer surveys returned to the recruiting process. Two have already been hired at this point.

“We were able to either get these candidates back into the process and/or hire these highly coveted candidates, even after they declined our offers,” said Moore. “The information gathered from these surveys is incredibly valuable, and is the driving force for our process improvements revolving around the candidate experience. The fact that we could turn these candidates around and, ultimately, save these hires makes Survale more than worth the cost.”

Candidate Experience Going Forward

Moore stresses that Kimball Midwest is just scratching the surface with their use of Survale. In their first year with the system, it has proven their thesis that candidate experience is a key component to their sales recruiting strategy.

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In fact, it has helped them set their priorities for candidate experience for next year, including adding new surveys at different points in the recruiting process, implementing additional career



site improvements, and beginning to discuss what the candidate experience is and how small changes can have a significant effect on increasing hiring results.

So far, they have implemented Survale’s “always on” career site feedback, a declined offer survey, and a new hire satisfaction survey that relates to the candidate’s experience during the recruiting process.

Moore notes that Kimball Midwest will expand their use of Survale in the future to include several automated surveys throughout the recruiting, hiring, and onboarding process.

Kimball Midwest is doing more than talking about candidate experience. They are “walking the walk” by asking candidates what they can do better. That’s resulted in a more authentic and effective employer brand, a roadmap of future career site improvements, and is also saving some important candidates and bringing them back into the process to be hired.

About Kimball Midwest

Kimball Midwest is a family-owned, national distributor of maintenance, repair and operations (MRO) products that has been providing superior products and superior service since 1923. They are a major force in the industrial maintenance aftermarket with unlimited growth potential. They service their Sales Representatives and end-use customers from their corporate office and distribution center in Columbus, Ohio, and from their distribution centers strategically located in Dallas, Reno, and Savannah (Georgia). For more visit www.kimballmidwest.com.

About Survale

Survale’s Workforce Analytics Platform provides employers with an “Always On” solution for automatically gathering, analyzing and acting upon satisfaction and engagement data from candidates and employees. From job openings to interview to onboarding to ongoing employee feedback and Quality of Hire, Survale has the tools to measure. For more information, visit: <http://survale.com>. For a [video demo of Survale, click here](#).