



Allstate

# How Allstate Uses Social Recruiting to Attract the Next Generation of Talent



Modern Marketing



Modern Advertising



Modern Engagement

**FEATURES:**

- User Generated Content
- Social Publishing
- Reporting Dashboard

The recruiting and brand team at Allstate, one of the nation’s largest insurance providers, wanted to use social as a means of recruiting the next generation of employees. With Sprinklr, they organized workflow and set up queries in order to identify and reach out to 1,200 new potential candidates.

## CHALLENGE

The recruiting and employment brand team was unable to bridge silos and create a program that would allow them to reach potential recruits and expand Allstate’s reputation as a career champion on social.

## SOLUTIONS

- The team set up 75 different social search queries that identify people talking about their education on social who may not have considered a career at Allstate previously.
- Sprinklr’s unified social platform powered by Amazon Web Services (AWS) empowered the entire recruiting team to work together in a coordinated way.

## PRIMARY BUSINESS OUTCOMES



Engagement increased by 180% during the first few months of the program



1,200 recruiting outreaches to date



74% of Allstate Instagram content is user generated content, up from 23% prior to Sprinklr adoption



Aligned internally, and as a result they are better equipped to produce a consistent, compelling message.



“The hospital said not to worry...we’re in good hands with the doctor.” Those were the words spoken to Allstate general sales manager Davis W. Ellis after his daughter became ill. That reassuring line later turned into the company’s official slogan.

It stuck for a reason. All that trusted dependability for generations has been a huge factor in growing Allstate Insurance from a small auto insurance department inside Sears, launched in 1931, into one of the nation’s largest insurance companies with 75,000 employees and \$36.5 billion in annual revenue.

However, what might translate as virtues to certain audiences can inhibit reaching others in a different context. While Allstate offers reliability and protection to customers, its stature as a longstanding insurer can make it a difficult sell in the eyes of job-seeking millennials. The company knew they needed a new way to attract the next generation of diverse employees to drive the future of its success.

As of 2016, 86% of millennials<sup>1</sup> are on social media and 59% of jobseekers<sup>2</sup> use social to research company culture. Allstate saw this opportunity and turned to social recruiting.

## A SHARED GOAL, BUT DISCONNECTED TOOLS

Embedded within Allstate’s large talent acquisition department are the recruiting team and the employment brand team. The latter assists the former with social recruiting efforts and initiatives to share the Allstate story with fresh audiences.

Both teams quickly identified social as the best place to reach these fresh audiences and a natural extension to expand Allstate’s reputation as a career champion. Social also seemed like the best forum to expose candidates to the exciting projects technologists were working on. However, Jessica Masterson, who leads employment branding, explains that working together over social brought unique challenges.

“Each team was working with a different set of point solutions,” she says. “Because these tools could not integrate with one another, they ultimately inhibited our ability to collaborate across the organization.”

Without a unified tool for identifying and managing digital experiences for job candidates, the teams were not able to communicate on social with a consistent brand message. On top of this, they had no insight into the messages that were actually resonating with their desired audiences, inhibiting their ability to meaningfully connect with potential candidates.

### Allstate by the numbers



*Founded in 1931*



*Provides insurance to  
approximately  
16 million households*



*75,500 employees*



*\$81.8 billion portfolio at  
December 31, 2016*

<sup>1</sup> Pew Research Center, Social Media Fact Sheet. 2018.

<sup>2</sup> Jobvite, Job Seeker Nation Study. 2016.



“In order to attract the next generation of talent, we needed to be able to tell a more holistic and unified brand story,” she continues. “This meant getting everyone on the same page.”

## GAINING ALIGNMENT ON A UNIFIED PLATFORM

Jessica and her team chose Sprinklr to replace the technology solutions in place and bolster their efforts to reach potential employees.

Sprinklr’s unified front office empowered the entire recruiting team to work together in a coordinated way. “Being on one platform allows us to communicate much more easily,” says Tami Gorodetzer, an employment branding consultant at Allstate. “We’re able to speak the same language and use the same processes.”

By aligning internally, the Allstate recruiting team is better equipped to produce a consistent, compelling message that resonates with the college students and recent graduates it seeks to engage.

“There were a lot of reasons to bring Sprinklr on,” Jessica adds. “We needed something to scale our publishing, engagement, and customer service efforts, but we also saw value in reaching more diverse candidates who might not consider Allstate otherwise.”

## FINDING THE RIGHT AUDIENCE AND REACHING THEM ON THEIR TERMS

Armed with a crisp and engaging narrative, Allstate set about reaching the right people, on the social platforms they prefer. With Sprinklr technology powered by Amazon Web Services (AWS), the recruiting team set up 75 different search queries that identify people talking about their education and career aspirations on social who may not have considered a career at Allstate previously.

“We have somebody dedicated to finding talent through campus recruiting,” explains Tami. “So they’re looking for social chatter at specific universities, and they’ll do searches for #graduate or #classof2018 to bring in a wide array new graduates that we can contact.”

And when it comes time to actually reach out to potential candidates, Allstate’s recruitment team harnesses Sprinklr’s rules engine to ease the approval of outbound messages from the company’s social outreach team, which includes some people that aren’t involved with the day-to-day recruiting effort.

“We have robust and comprehensive approval pathways,” says Tami. “So, even if recruiting isn’t the full-time responsibility of someone doing social outreach, their content goes through a process that ensures we’re using our brand voice.”

In other words, Sprinklr helps empower people across the Allstate organization — in recruiting or otherwise — to share the company’s story with potential new employees across the social landscape.

The team has already overhauled the way they conduct outreach. In the beginning of 2016 alone, the number of people it engaged with via social rose by 180%. And, to date, the company has made 1,200 recruiting outreaches using Sprinklr.

“Sprinklr enabled us to expand our outreach efforts,” Tami explains. “The social outreach team is able to find people who might be interested, draw them into conversations online, and hopefully convert them into applicants or at least spur them to consider Allstate as they go through the job search process.”

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**JESSICA  
MASTERSON**

*Manager, Employment  
Brand and Diversity  
Recruiting, Allstate*



## MEASURING SUCCESS TO CONSTANTLY IMPROVE

Even the sharpest message in the world doesn't have much value if it's not resonating. That's why Jessica and her team have made full use of Sprinklr's integrated reporting, which allows them to see what content results in the most engagement with candidates, and which platforms are seeing the most success.

The team creates a monthly report that highlights top-performing content and uses those insights to inform the production of future material. "Reporting has made us a lot smarter about content," Jessica says. "We have solid data to back up our approach, instead of just hunches."

The team is now better equipped to create content that's more likely to resonate with Allstate's young target audience. This improves the odds of engaging with potential employees and keeps the team from wasting time and resources on developing content that doesn't drive success.

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**JESSICA MASTERSON**

Manager, Employment Brand and Diversity Recruiting, Allstate



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**TAMI GORODETZER**

Employee Branding Consultant, Allstate

## SHARING INTERNAL CULTURE WITH THE EXTERNAL WORLD

Sprinklr has also given the recruiting organization the ability to engage employees from across Allstate to help tell the company's story to potential recruits.

Authentic, organic user generated content (UGC) has become a key part of the company's social outreach strategy, not just for recruiting, and has grown to comprise 74% of Allstate Instagram content — as opposed to just 23% prior to Sprinklr adoption.

"We saw an opportunity to get more Allstaters involved in the process of telling our story," explains Jessica.

The result is social content that showcases the employee experience and Allstate's internal culture — a valuable resource at a time when companies compete for recruits largely based on the type of lifestyle they provide.

## WHAT IT TAKES TO RECRUIT — AND COMPETE — IN THE NEW WORLD

Over the past few years, the Allstate talent acquisition team has risen to the challenge of recruiting in the social world. By adopting Sprinklr and a cohesive company-wide approach to managing the prospective talent conversation, Jessica and her team are playing an indispensable role in ensuring that Allstate's future remains in good hands for decades to come.