Case Study:

ACCOLO

If You Have to Ask: How Accolo Uses Social to Centralize Their Resources and Streamline Onboarding

Socialtext

ACCOLO IS AN INDUSTRY LEADER IN ON-DEMAND RECRUITING. THEY PROVIDE RECRUITMENT PROCESS OUTSOURCING (RPO) AND EXCEL AT HELPING CLIENTS FIND, ATTRACT, AND HIRE PHENOMENAL EMPLOYEES. TO DO THIS, THEY LEVERAGE THEIR CLOUD RECRUITING® PLATFORM, INTEGRATED JOB MARKETING AND THE ACCOLO CERTIFIED HIRING CONSULTANT NETWORK (HCN), WHICH HAS SEASONED RECRUITERS ALL ACROSS THE U.S. THE RECRUITERS BRING EXPERTISE IN THEIR LOCAL MARKETS, INDUSTRIES, AND JOB FUNCTIONS.

Building a Community and Strengthening Connections

While Accolo's Hiring Consultant Network successfully serves their customers by working remotely across the U.S., telecommuting does create challenges for the recruiters. Accolo prides itself on having a fun and even wacky culture, but it's hard to share that culture when the HCN works remotely. More importantly, Accolo faced the challenge of having the recruiters connect with one another, to not only build relationships, but to collaborate to find answers and solve problems.

To address these challenges, Accolo put Socialtext at the center of their community, for both on-site employees, and the off-site HCN. It's been especially helpful for the HCN, who use Signals, Socialtext's microblogging feature, to tap into the organizational mindshare in real-time, allowing the recruiters to reach solutions faster. The recruiters work independently, but Socialtext brings them together to share ideas, tips, advice, and more, and build and strengthen connections between one another. Accolo wanted their recruiters to experience the fun culture that the on-site employees have, so leaders use Socialtext to share and encourage employees to share what's happening in the company. Whether an employee wants to show off a new project in development, or photos from the most recent office NERF battle, all coworkers get to share in the fun and excitement, and feel like they're a part of the company, no matter where they are.

> **"We needed to centralize everything; our people, information, and training materials, to connect our employees with the resources they need."** *Cynthia Countouris, VP of Marketing and Product Management for Accolo*

CHALLENGE
Create a dynamic, social and collaborative intranet for Accolo's remote Hiring Consultant Network

Onboarding with Ease

The remote recruiting network led to an additional challenge: onboarding. Initially, Accolo's multi-month training consisted only of in-person training classes. **Now, with Socialtext, training materials are staged with pre-webinar preparation lessons, virtual in-class events, post-class materials and exams, and a 3 stage mentor program. All of this leads to a much deeper ingrained understanding of the Cloud Recruiting Platform and Accolo and client specific processes.**

Recruiters now have access to current training materials, at all times, through an HCN specific training portal on their Dashboard. Accolo recognizes the value in offering live training classes, but now, they can build off what the recruiters learn on their own time, and use that class time to mentor the recruiters, instead of reviewing old concepts. This empowers the recruiters to learn on their own time, and at their own pace, because they want to get the most out of the valuable in person time.

"Socialtext has streamlined our onboarding process, especially for our off-site recruiters. It's now incredibly efficient, because anything they need to know is right at their fingertips, and they can instantly receive support from our community." Cynthia Countouris, *VP of Marketing and Product Management for Accolo*

Putting it all Together: Centralizing Knowledge

Accolo recognized that having a training portal for all training related materials was crucial, but they wanted to centralize the rest of their information and documents as well. They had no central knowledge repository to store all critical information, and relied on email, Google Docs, and Google Sites to find and share documents and knowledge. This led to time wasted from too much email going back and forth, and no ability to easily find and access information. Now, Accolo uses Socialtext as their central knowledge portal. While employees still use email, there has been a major shift in activity from sharing documents through email, to storing documents and knowledge within Socialtext, and using Workspaces to complete projects for internal Accolo employees.

Actual Screenshot
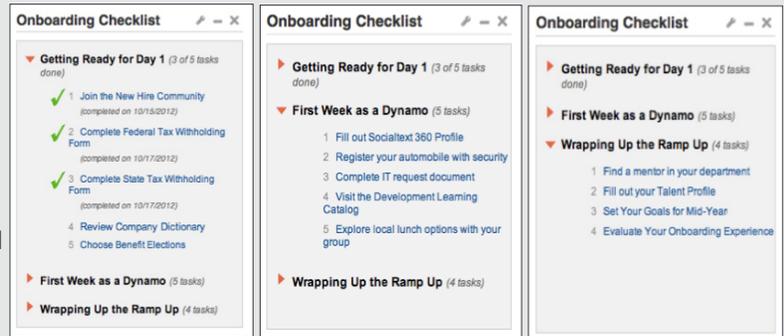
"We have a fully active, well-connected, and fun community. Now that they're engaged and connected, their daily processes are more productive, because all the information they need is centralized, and so are their colleagues." Cynthia Countouris, VP of Marketing and Product Management for Accolo*

RESULT:
By implementing Socialtext, Accolo solved three key challenges:

Building a Community & Strengthening Connections:
- Team members are now better connected, across departments and offices, regardless of location
- Increase in engagement, employee satisfaction, and involvement in the fun Accolo culture

Centralizing Their Knowledge Base:
- Information is organized so that every team member can access the resources they need to work more efficiently
- Faster time to contribution for new employees, because of improved access to necessary resources

Onboarding:
- Improved documentation of both classroom, virtual, and social learning
- New employees are empowered to learn at their own pace and have on-demand access to all the training materials