

# Search on Steroids

## Empowering Recruitment

### Case Study

## INDUSTRY

Insurance

**UNITEDHEALTH GROUP®**

## CHALLENGE

The internal talent sourcers and recruiters within UnitedHealth Group needed a better way to track all sourcing and recruitment activities. Managers also required insight into their teams' performance.

"We could upload attachments, but we couldn't search any of (them), and when we entered a contact, we had to create multiple fields," said the recruiting manager. "If you were going to search for the contact later, you had to fill out all the fields. The ability to get out of it what you put into it was our biggest issue.

Limiting searches to candidates living within a reasonable distance of the job was a key data point for narrowing candidates. And with over 4 million candidates, scale was a concern.

"We knew Salesforce had global search," said the Sr. Director of Talent Acquisition, "but we really wanted to be able to take it up a notch and provide our team members with what I like to call 'Search on Steroids.'"

## SOLUTION

KonaSearch provided a familiar search interface that extended to every field, object, list and attachment in Salesforce. It also delivered distance/radius search by indexing U.S. Postal Service data mapping ZIP codes to geographic coordinates.

Adoption by their recruiters was high across the board. "For my team, it's a matter of efficiency. They're just better able to do their job. The increased access to information through more powerful search capabilities breaks down silos. It creates the ability for them to network within talent acquisition (and) it makes them more intelligent about what's happening cross-functionally," a recruitment manager said.

"The UHG project had an outstanding outcome. They've referred to it as one of the best projects they've ever done in HR," a spokesperson from UHG stated.

