

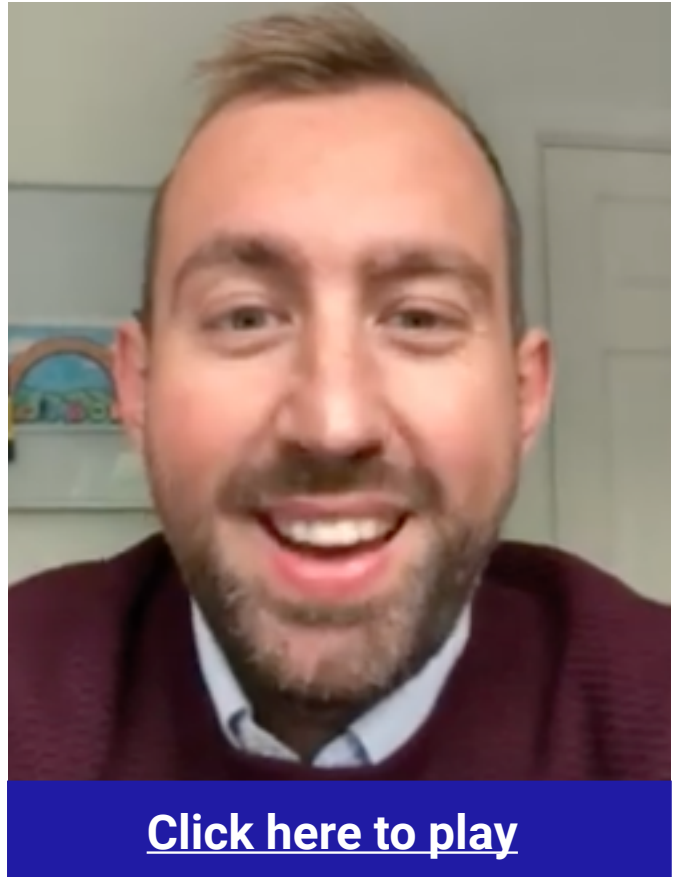
# Case Study

## Dialog Semiconductor

Employing over 1,500 people worldwide, Dialog Semiconductor PLC is a global leader in semiconductor-based system solutions manufacturing.

Dialog partners with Cielo to hire their technical talent. Cielo has a global presence - with 2,000 employees, working with 143 clients across 91 countries.

Candidate.ID's solution helped Dialog re-engage with their talent pool of 2,996 and identify the top candidates to be reached out to. A 'Wake the Dead' campaign aided a reduction in the time to hire experienced engineers already in their ATS.



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“ Candidate.ID's powerful talent pipeline software has enabled us to transform a previously dead (and expensive) ATS dataset for competitive software engineering roles into an active talent goldmine for immediate and future hires, that is also GDPR compliant. Using Candidate.ID we have been able to reduce our cost per hire by 93% and time to hire by 50%.

**Chris Barton – Vice President Client Services, Cielo Talent** ”

Competition for engineers is high, and their hiring process is becoming longer and more difficult. Dialog Semiconductor's data was out of date and unsuitable for meeting their immediate need for engineers, and with GDPR looming - compliance was more important than ever.

Through Candidate.ID Dialog Semiconductor were able to:

- Update and refresh their existing database
- Segment their database into targeted groups and engage with each one through automated campaigns
- Identify which candidates were ready for a hiring conversation within just 4 weeks, drastically reducing the time and cost of filling the posts through Candidate.ID's unique engagement score
- Nurture candidates in a compliant manner who may be suitable for future roles - increasing employer brand awareness entirely through automation

# 63%

Average Open Rate

In just one campaign, Dialog achieved a 63% average open rate for their email communications - over three times the industry average.

# 2344

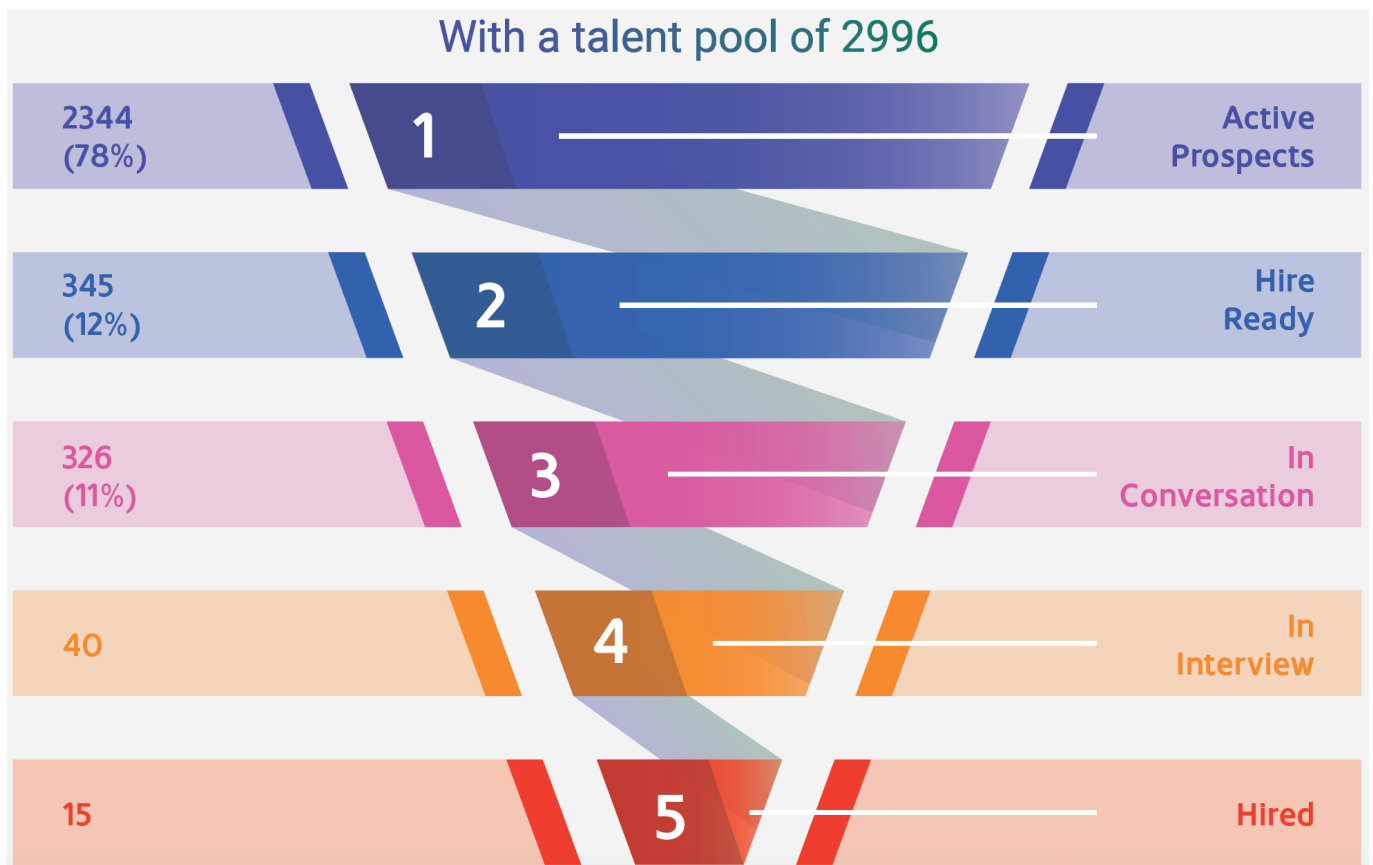
Active Candidates

78% of a stale talent pool of 2996 candidates became active and engaged Dialog Semiconductor content.

# 86%

## Reduction

The number of candidates to contact directly reduced by 86%. Candidate.ID worked with Dialog to determine what content (Industry specific, career related or job specific) to release and when, to maximise engagement from candidates.



**Hired = 15**  
**Cost = £10,000**  
**Cost-per-Hire = £667**  
**Time-to-Hire = 6 Weeks**