



POWER CAMPUS, MILITARY AND DIVERSITY RECRUITMENT

With

Cutting-Edge Technology

And Excellent Customer Service

About *Entergy*

Entergy Corporation is a Fortune 500 integrated energy company engaged primarily in electric power production and retail distribution operations. The company of 13,500 employees is headquartered in New Orleans, Louisiana, and generates and distributes electric power to 2.9 million customers in Arkansas, Louisiana, Mississippi, and Texas.

The Situation

With such a large enterprise consistently striving to create sustainable value for customers, employees, communities, and owners, recruiting talents for the company is undoubtedly very important. Entergy recruits more than 200 interns every summer as well as holds numerous co-ops that take place year-round.

In 2019 alone, the Talent Acquisition team attended over

**100
unique**

campus, diversity
and military recruiting
events and engaged

with over **4,200
prospects**

with the ultimate goal
of hiring best fit talents
for the company.

The Challenge

It was not easy for the Talent Acquisition team of five members to handle all the recruitment efforts for the company. The team handles all of the talent attraction efforts, including campus, military, and diversity recruiting, and has to coordinate a large number of staff volunteers to attend events and take in prospects' information.

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Before we started using Rakuna in 2019, there was no way for us to efficiently capture the candidates' information, quickly communicate with them post-event, and easily pass on information to the hiring managers. We did our best of using spreadsheets on our laptops to have people fill in their basic information, taking paper-resumes - which was very wasteful, and scanning post-event to email to our managers - which created so much lag time.

The entire process was just very frustrating in every way for all of us.”

”

Travis Guidry, Talent Attraction
Workforce Strategy Manager at Entergy

As hiring needs were increasing while so much time was being lost, the Talent Acquisition team at Entergy knew they wanted to implement an innovative and flexible technology solution that can deliver an interactive, engaging, and high-touch recruiting experience for both the recruiters and prospects. There was a need that was very clear from all angles - the recruiting team wanted a solution, the hiring managers wanted it, and the overall management team also believed that it was time to invest.

The **Solution**

Introduced to Rakuna by a former Talent Management Manager at Entergy who previously used and also had a positive experience with the solution, Travis and the team quickly found great values and benefits from the tool.

Standing apart from its competition, Rakuna checked all top three requirements Entergy desired in a recruitment solution:

01 INTUITIVE AND EASY TO USE

A recruiter can capture prospects' data within less than 5 steps, and it takes less than 30 seconds to train a recruiter how to do that.

02 CUSTOMIZABLE

Team members can customize how they use Rakuna at different types of events (Campus/Diversity/Military), personalize evaluation forms and messaging templates to engage with prospects, and filter dashboard to view data post-event.

03 RELIABLE

Rakuna does exactly what it promises it's going to do - capture and parse prospect's information, easily access data on the web portal, turn data around and quickly get them to whoever needs it.

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Rakuna was very well-received from the start not only from my Talent Acquisition team but also from volunteers and interns. From our very first event and even until today,

the overall user experience has always been incredible.

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Travis Guidry, Talent Attraction
Workforce Strategy Manager at Entergy

The Impact

1 ACHIEVING RECRUITMENT GOALS WITHIN A SHORT AMOUNT OF TIME

Within the first year of using Rakuna, Entergy was able to quickly accomplish the two main goals they had set for 2019:

- Be able to capture how many interactions they would have throughout the year, see where those interactions come from and measure the quality of those interactions;
- Have the ease of passing that information along to key stakeholders like recruiters and hiring managers.

2 FOSTERING TEAM COLLABORATION

The team has a collaborative workspace where they can come together to discuss and manage their events and data individual-wise and team-wise.

3 ELIMINATING MANUAL WORK AND SAVING TIME

The team no longer has to take paper-resumes back to their office, scan them, match them with any spreadsheet and email them to their hiring managers. With Rakuna, all the data is ready online post-event and can be exported into a CSV file and sent to everyone within just a few seconds.

4 MAINTAINING POSITIVE USER EXPERIENCE WITH DEDICATED 24/7 CUSTOMER SERVICE

Entergy can now confidently attend events, focus on engaging with prospects and be worry-free when using Rakuna knowing that there are tech support and customer success personnel always ready 24/7 to assist the team whenever and wherever needed.

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There are a few product vendors in the past I have worked with that I've been so impressed with the level of attention we've been given, and for sure Rakuna is currently one of them. The Customer Service team responds immediately to me, it seems like at any hours of the day. I don't know if those guys sleep! If I need something, they are there. They are not only reachable via email, but they also don't hesitate to pick up the phone to give me a call.

I'm very happy with the level of support we've been receiving so far.

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**Travis Guidry, Talent Attraction
Workforce Strategy Manager at Entergy**

Today, Entergy has accelerated its hiring process and increased recruitment productivity to deliver high-quality talent faster. With Rakuna's modern technology and excellent customer service, Entergy is always ready to meet its talent acquisition needs of campus, diversity, and military talents to attain the ultimate goal of growing the business and bringing electric power to millions in America.



Want to learn more about how Entergy uses Rakuna to power its campus, diversity, and military recruitment process and enhance hiring efficiency? Schedule a demo with us today.

REQUEST A DEMO