



Organization: Station Casinos, Inc.

Headquarters: Las Vegas, NV

Number of Employees: 10,500

Primary Business: Hotel/Casino

HR Technology Challenge:

With 13 locations in Las Vegas and more growth on the way, it became critical to enhance our hiring process for both hourly and salaried employees. The bottom line – Automation/technology was necessary for us to continue our corporate strategy and expand our ability to hire the highest quality candidates more efficiently and cost effectively.

CASE STUDY

Station Casinos, Inc. is a publicly traded Company, currently led by Frank Fertitta III, Chairman/CEO. Today, Station Casinos, Inc. continues to operate with the same family values that were embraced in 1976. The franchise currently includes eight major hotel/casinos and five smaller casinos that have defined the locals' market.

Through cutting edge technology and innovation, Station continues to offer the newest gaming products. Our guests are treated like family, just like our talented employees who we call "Team Members" and to whom we offer

competitive wages and excellent benefits. Progressive vision and leadership are the cornerstones of the Company's steady growth.

When your company vision is "Beyond the Best - Just please the guest" hiring practices become a focal point for each annual strategic plan. Recruitment and retention are vital to our Company's success. We believe that by hiring diverse people with great attitudes that match our Company's culture, we can train them to be successful and help them prepare for future opportunities/promotions within our Company as we experience growth. Our Recruitment strategy and outreach to the community is the backbone of our success and is among the reasons why we are considered "the locals favorite" in the Las Vegas casino industry.

Over the past several years as Station Casinos, Inc. has grown, so has the flow of candidates wanting to work at one of its locations. In an effort to be proactive and enhance the candidates' experience, Station Casinos, Inc. began evaluating options for the appropriate company to partner with.

Since Station Casinos, Inc. is unique in that all 13 locations share the same candidate base, some of the key elements targeted were:

- Attract a broader candidate pool by making it easier for candidates to apply for current positions
- Standardize format of resume collection and eliminate paper
- Ability to have real time openings posted on web and telephone
- Improve screening process through multiple screening steps
- Ability to build a shared resume bank and search a database of pre-qualified candidates
- Spend less time on manual processes and more time on finding the "right fit"
- Easier and consistent tracking and reporting
- Better control of scheduled appointments
- Reduce advertising costs

“We dreamt of a perfect world where Recruiters only interview qualified candidates for open positions and candidates could apply from anywhere, anytime, in both English and Spanish. ” Heather Ripley, Corporate Director of Human Resources.

Station began evaluating different technologies, but it was clear that the vendor of choice would need to support diversity hiring, bridge the digital divide and be an easy tool for the Recruiters to use. A very short implementation and training timeframe was also critical.

JobFlash was selected as the only complete solution with integrated web, voice and kiosk for a complete bilingual, paperless hiring process. The fact that JobFlash had done many openings was a factor since Station had several new projects planned for the future. It was also the only system with automated scheduling in both, English and Spanish using phone and web, critical since more than 50% of the candidates did not have online access.

In addition, when searching for a strategic partner for this endeavor, Station heard repeatedly that JobFlash had exceeded others’ expectations and their commitment to service was unsurpassed. This matched the vision and culture of Station Casinos, Inc.

JobFlash Goes Live and is Declared a Success:

In the five months since JobFlash was launched, over 37,000 qualified candidates have submitted their resume. Over 51% submitted via phone and 49% applied online. Approximately 12,700 appointments have been automatically scheduled with qualified candidates for current openings.

During the very first meeting after going live with the JobFlash system, there was one unanimous theme of feedback from the Recruiters – the candidate

quality and volume had significantly and noticeably improved. Three layers of screening and a uniform process from sourcing to scheduling delivered the right candidate to our door in the shortest timeframe. The TalkingResume feature also gives further insight for the Recruiters to identify those candidates that may be a good fit for Station Casinos, Inc.

Recruiter productivity is also critical to manage due to the volume of candidates and control on cost per hire. Candidate self-service and scheduled appointments, along with online tracking of the process has allowed increased Recruiter productivity.

Other critical needs that have been met by JobFlash include EEO tracking and reporting, time to fill reporting and candidate status flow.

In addition, openings are now posted and closed in real time. A resume bank that can be shared across locations is also building. The need for constant advertising has been minimized and candidates love the fact that they can now apply online and update their information more efficiently. Mission accomplished.

It was extremely important for us to choose a company that has the ability through technology to expand as our business needs continue to grow and change. "JobFlash has truly been the right choice for us." per Heather Ripley, Corporate Director of Human Resources, Station Casinos, Inc..