

## Case Study

# BDS Marketing, Inc.



### About

BDS Marketing, Inc. (BDS), another company benefitting from the seamless integration of Sterling Talent Solutions and Oracle.

**Industry:** Retail

**Location:** Irvine, CA

**Employees:** 1,500

### Key Highlights

- Decreased employment and drug screening turn-around time.
- Reduced onboarding time by 55%.
- Significant cost reduction from the elimination of paper, faxing, overnight mail, and multiple screening software applications.
- More efficient and compliant recruitment-to-hire process.
- Highly satisfied HR organization from the combination of fast, accurate results and proactive customer service committed to resolution.

### Customer Profile

BDS Marketing, Inc. (BDS) is a leading retail marketing agency driven by the power of their people. From designing shopper experiences to hands-on retail execution, BDS dynamically manages touchpoints to promote clients' brands, empower sales associates and turn the retail environment to their clients advantage. BDS' culture is characterized by relationships, enthusiasm, freedom and operational excellence, and they have remained loyal to those standards for over 25 years.

### Business Challenges

As BDS experienced significant client growth, it became imperative that the company streamline its recruitment-to-hire process to keep pace with this growth. No one was better suited to tackle this business challenge than Petra Fetters, Human Resources Director.

Before Petra undertook this effort, BDS' typical screening process could be characterized as difficult and time consuming. For example, HR was tracking and managing this process through the combination of their website, spreadsheets and multiple faxes. In addition, they needed to use four different employment and drug screening vendors throughout this process, which created significant cost, errors and delays. Finally, none of their employment and drug screening solution providers had developed a technology integration with their applicant tracking system, Oracle Taleo Business Edition Cloud Service. This lack of integration kept BDS' HR organization

bogged down in paper, and made them highly inefficient from having to manage their new hire candidates through the recruitment-to-hire process using multiple systems.

### Solution

In her new role, Petra immediately recognized the need for swift change. Petra quickly determined the need to consolidate employment and drug screening providers and create a highly standardized and fully-compliant employment and drug screening program around a single vendor in Sterling Talent Solutions. Petra was also instrumental in driving the strategy to integrate their ATS with Sterling in order to drive further efficiency from their recruitment-to-hire process.

By replacing BDS' multiple employment and drug screening vendors with a full-service, technology-driven solution in Sterling, Petra's HR organization simplified their screening process. Sterling eliminated all paper and faxing



*What is great about the Sterling team is that they make us feel like we are the most important client, as if we are their only client. The customer service has been excellent; they're always at the ready to take care of us.*

- Petra Fetters, SPHR, Human Resources Director



from the employment/drug screening process, saving time and money. Additionally, BDS found Sterling's drug screening locations to be much more accessible and convenient than their previous vendors' facilities, saving time for both new hires and HR. Furthermore, Sterling worked with Petra to create custom screening packages mapping to the needs of BDS.

Sterling provided BDS faster turnaround and a superior customer experience, always closing the loop proactively on candidates' progress.

Petra was quick to understand that by automating the entire process using an integrated solution from Sterling and Oracle Taleo Business Edition Cloud Service, she could help her team create a more highly efficient and more compliant process that could help save BDS significant time and money, almost immediately. By integrating Sterling with Oracle's Onboard product, not only did BDS significantly reduce candidate fallout (defined by BDS as the combination of failed candidate background checks and incomplete new hire paperwork), but it also greatly cut down on the time to onboard a candidate.

"With Sterling and Oracle, the recruitment-to-hire process is just plain easy," said Petra. "My team no

longer worries about managing paper, faxes and spreadsheets, or dealing with inaccuracies and having to track down lost documents. Sterling and Oracle Taleo Business Edition Cloud Service make the process more secure and all-inclusive."

## Results

Petra was confident in a Sterling and Oracle Taleo Business Edition Cloud Service integration and thrilled to see immediate improvements. Notable improvements were threefold - first, BDS experienced a significant decrease in employment screening turnaround time. Second, BDS reduced their screening costs dramatically by eliminating paper, faxes, overnight mail and multiple screening software applications. Third, BDS reduced their new hire onboard time by 55%, now completing this process often in 15 to 20 minutes. To Petra, working with Sterling and Oracle is more than just a partnership, "It's a business relationship stemming from cooperation and collaboration, with one end goal: BDS success!"

## About Sterling

Sterling Talent Solutions, the world's largest background screening provider, provides hiring peace of mind by delivering a simpler, smarter background screening and onboarding experience for employers worldwide. Visit [www.sterlingtalentsolutions.com](http://www.sterlingtalentsolutions.com).

Sterling Talent Solutions is a service mark of Sterling Infosystems.