How iCIMS streamlined Master Electronics' hiring process — and supported mass hiring along the way

Master Electronics discovered the power of a unified talent system when it implemented iCIMS.

THE CHALLENGE

When the pandemic arrived in 2020, Master Electronics was in a tight spot: Business was booming for this global authorized distributor of electronic components, but it lacked the workers it needed to meet demand. Master Electronics' disparate recruiting system made matters worse, creating manual labor for recruiters and complicating the candidate experience.

THE RESULTS

Master Electronics swapped its disjointed system for an all-in-one approach to recruiting through iCIMS. The switch saved the company time and money while helping it capture more candidates — an essential step of the 150% growth the company saw in its distribution center.

How Master Electronics discovered the power of simplicity with iCIMS

"From my colleagues to the executive team, everyone is much happier to have one system that they're working out of instead of multiple."

Megan Delia
Director of business enablement at
Master Electronics

Q: Why did Master Electronics choose iCIMS?

A: Megan Delia, director of business enablement at Master Electronics: When we selected iCIMS, it was because of the people at iCIMS. We were looking for a partner in this process. We don't consider ourselves the experts, so we really gave our case to our iCIMS partners, and they helped us with finding the best modules and solutions.

Text Engagement
Recruiters spent less time on candidate communication but engaged more applicants.

Q: How has Master Electronics saved recruiters' time with iCIMS?

A: Megan: Having iCIMS in place has cut down our recruiting team's time-to-fill and our time-to-interact with candidates down. That's huge. When someone is applying for jobs, it's crucial to get a response quickly. Our average time-to-respond was upwards of a week prior to having iCIMS. Now it's 24 hours. We have more engagement more quickly, which means we're able to bring in candidates sooner.

iCIMS helped us do more with less by realizing the potential of what one system could do for us. For the longest time, we believed we had to use all of these different disparate systems to get the one task done. But iCIMS helped us realize that we could do all the things we were doing in these separate systems in one.

iCIMS®