

# Southern Cross: Simplifying Hiring to Find Quality Candidates Faster



Since 1946, Southern Cross has been an industry leader in providing Pipeline Safety and other Field Services. Today, Southern Cross continues to provide Field Service solutions to the Gas, Electric, Water, & Energy/Oil Industries.

## Products:

Capture and Apply, Screen and Assess, Schedule Interview, ATS Integration (Lever)

## Results:

- Reduced time to qualify candidates from 1.5 days to 36 minutes
- Decreased candidates' time between applying and interviewing by 40%
- 99% positive candidate experience



## Challenge

In 2018, Southern Cross looked at its recruiting process and realized it needed to simplify it. A long, complicated hiring process meant Southern Cross was losing qualified candidates and spending too much time screening candidates that weren't the right fit for its roles. The team at Southern Cross also knew that any solution, to achieve the experience and results that they wanted, had to integrate with their applicant tracking system.



# Solution

After looking at different vendors, AllyO stood out to Southern Cross for its integration capabilities and its enterprise customer support team. Their team quickly capitalized on the new partnership, working closely with AllyO's Customer Success team to find creative solutions to the issues they were facing. Through AllyO's conversational AI and automated workflows the team was now able to capture, screen, and schedule job candidates - all without recruiter intervention. In a few short weeks, AllyO got Southern Cross' ATS (Lever) up and running and launched a pilot focused on the most difficult roles to fill.



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Working with the AllyO team has been fantastic. Being creative and creating solutions that fit our model and fit for our organization has been a very rewarding experience.

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# Results

AllyO enabled Southern Cross to integrate every step of their hiring process with their ATS while also creating a faster, more enjoyable experience for applicants. It also freed up recruiters to spend more time strategizing with their hiring managers and building relationships with their strongest job candidates. Southern Cross reduced their time to qualify candidates from 1.5 days to 36 minutes and decreased candidates' time between applying and interviewing by 40 percent. Not only did it increase their efficiency, but the novel experience delighted candidates. Today, 99 percent of job candidates that come through AllyO report a positive candidate experience. Being able to ramp up quality hiring quickly, especially in difficult to fill technician roles, also has enabled Southern Cross to better serve its customers with the headcount needed to timely respond to service requests.

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