



## Estes Express Lines

# Oracle Cloud Recruiting & Recruiting Booster Journey

### Estes Express Lines at a glance

Industry	Transportation
Headquarters	Richmond, VA
Employees	24,000+
Revenue	Private

### Company Overview

Estes is the largest privately held freight transportation company in North America. It was founded in 1931 by W. W. Estes and is still privately owned and operated by the Estes family. They offer a comprehensive suite of freight shipping services to get your shipments where they need to go, when they need to get there.



### Project Overview

- Engaged post Oracle HCM go live for expansion to Oracle Recruiting
- Replace career site and 3<sup>rd</sup> party CRM system
- Add Oracle Journeys
- Add Autocompletes
- Integration with JDExpert
- Integrate Oracle ERP with Microsoft Dynamics

### Challenge

- Long job apps abandoned
- Legacy paper system
- Automate interview scheduling
- Tier 2 ERP integration

### Approach

- ArcLight Customer Experience methodology, including Cloud Architectural Design
- Data conversion strategy
- Estes internal IT aligned and hands on
- Launched pilot program with 5 facilities before rolling out to entire org
- Deployed ArcLight's Recruiting Dashboard

### Results

- ✓ Down to a single paper form being used during Onboarding from **40+**
- ✓ Increased applicant flow by **61%**
- ✓ Reduced time to fill by **52%**
- ✓ Reduced time to apply by **126%**
- ✓ Drop off rate reduced by **137%**