

## Kronos Workforce Acquisition™ Briefing

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This briefing report adds to existing information for the Kronos profile in the Brandon Hall Group Research Center's Talent Management KnowledgeBase. For a complete overview of Kronos, its products, and services, please read this briefing report along with the Kronos entry within this KnowledgeBase.

Kronos Incorporated's talent management suite includes:

- **Workforce Acquisition™**, platform for high-volume hiring and salaried recruiting
- **Workforce Central®**, a solution for helping organizations control labor costs, minimize compliance risk, and improve workforce productivity
- **Workforce Mobile™**, a tool that delivers common workforce management tasks to the entire workforce through mobile technology

This briefing report focuses exclusively on Workforce Acquisition™, Kronos' talent acquisition application.

### Company Background

Kronos is one of the most popular talent management solution providers. Although the company serves all industries, Kronos applications have gained wide adoption within the following industries:

- Healthcare
- Manufacturing
- Retail and hospitality
- Public sector
- Services and distribution

Clients include Google, FedEx, Starbucks, General Electric, Pfizer, and many more.

Kronos Incorporated was founded in 1977 and has been privately held since June 2007. Although not required to disclose financial information, the company shared

results in the briefing, mentioning that the firm enjoyed its best year on record in 2010, with revenues of \$740 million, and EBITDA earnings of \$221 million.

## Company At-a-Glance

Headquarters	Chelmsford Massachusetts, USA
Year Founded	1977
Employees	3,100
Market Focus	Talent Management/HR
Key Industry Verticals	Dining, Energy, Federal Government, Financial Services, Gaming, Healthcare, Education, Life Sciences, Lodging, Logistics, Manufacturing, Retail, Small-Medium Business Solutions, State/local government
Top Key Clients	Best Buy, Costco, CVS, Staples, Kroger, PetSmart, Securitas, Sports Authority, Yum Brands, Starbucks
Web site	<a href="http://www.kronos.com">www.kronos.com</a>

## Future Directions

Kronos is currently focused on expanding its services geographically. Having extended its presence into Canada, UK, and Australia recent years, the company is now focused on having a higher presence in India and elsewhere.

The company is investing heavily in product development as well in developing new sourcing analysis, social networking, and salaried/requisition recruiting capabilities. Kronos' 2011 to 2012 product roadmap emphasizes progress in four key areas:

- The enhancement of recruiting capabilities
- The reduction in total cost of ownership for customers
- Integration with workforce management
- An expansion of its current talent management capabilities

## Product Features

The **Workforce Acquisition™** solution is widely used for both high turnover, hourly-wage positions as well as for permanent, temporary, and full- and part-time salaried positions.

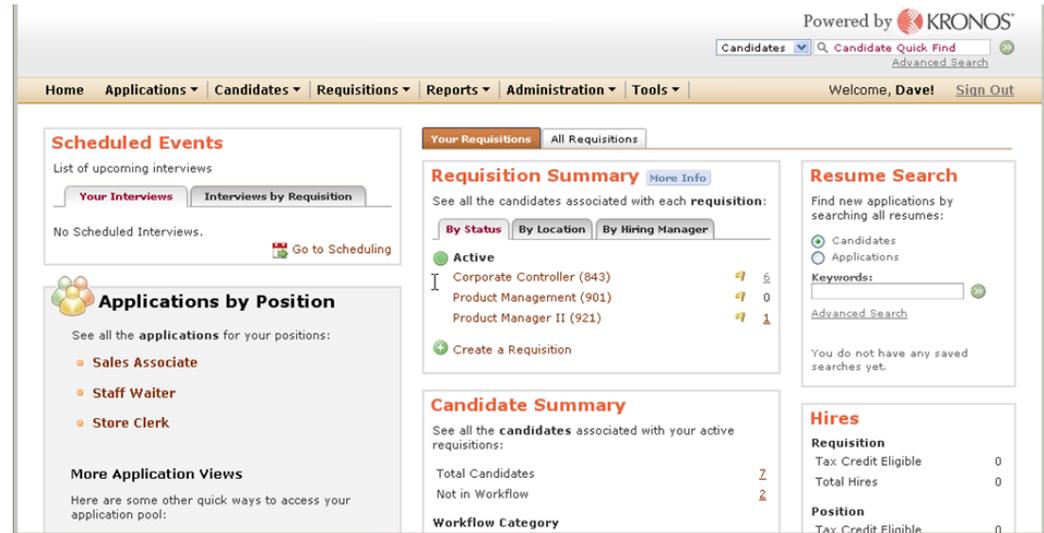


Figure 1: District Manager

Source: Kronos, 2011.

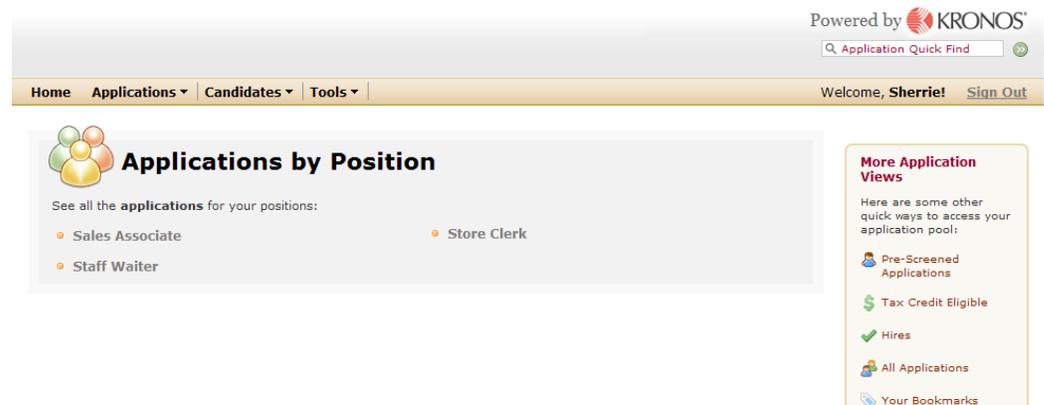


Figure 2: Hiring manager view

Source: Kronos, 2011.

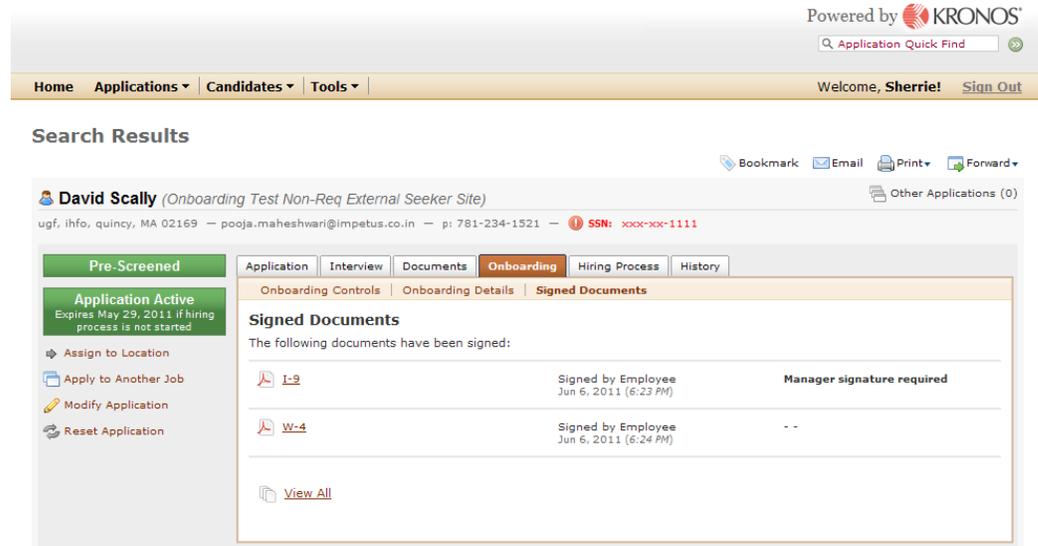


Figure 3: Onboarding view

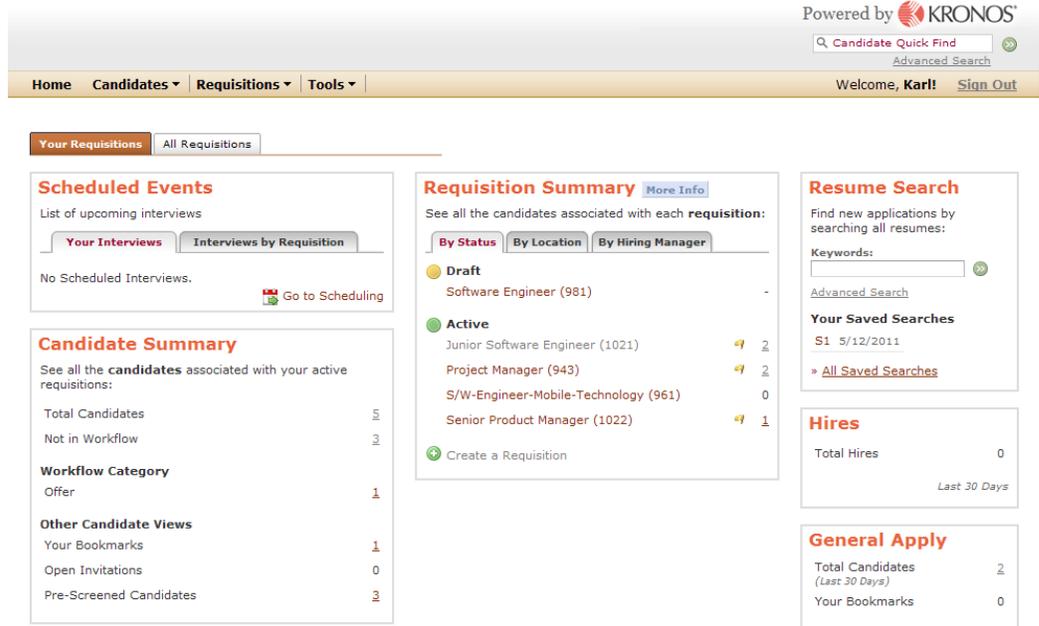
Source: Kronos, 2011.

The Kronos talent acquisition product features a rule-based approach to support the needs of three key user types:

- District managers
- Hiring managers
- Corporate recruiters

Key product features include a recruiter homepage, interview/event scheduling, resume parsing, ability to view and manage candidate profiles, advanced search tools, standardized application forms, offer letter management, all unified through a design that optimizes workflow.

One of the strengths of the Kronos platform is its ability to communicate clearly metrics such as applicant loyalty, referring site quality analysis, and search engine optimization keyword analysis. The software includes customized dashboards that provide information graphically, showing at-a-glance the results of various recruiting campaigns.



The screenshot shows the Kronos Workforce Acquisition Recruiter view interface. At the top right, it says "Powered by KRONOS" with a search bar for "Candidate Quick Find" and an "Advanced Search" link. Below this is a navigation bar with "Home", "Candidates", "Requisitions", and "Tools". A welcome message "Welcome, Karl!" and a "Sign Out" link are also present.

The main content area is divided into several sections:

- Your Requisitions:** A tabbed interface with "Your Requisitions" selected and "All Requisitions" as an alternative.
- Scheduled Events:** A section titled "List of upcoming interviews" with sub-tabs for "Your Interviews" and "Interviews by Requisition". It currently shows "No Scheduled Interviews." and a "Go to Scheduling" button.
- Candidate Summary:** A section titled "See all the candidates associated with your active requisitions:" containing a table:
 

Total Candidates	5
Not in Workflow	3
<b>Workflow Category</b>	
Offer	1
<b>Other Candidate Views</b>	
Your Bookmarks	1
Open Invitations	0
Pre-Screened Candidates	3
- Requisition Summary:** A section titled "See all the candidates associated with each requisition:" with sub-tabs for "By Status", "By Location", and "By Hiring Manager". It lists:
  - Draft:** Software Engineer (981) - 0
  - Active:**
    - Junior Software Engineer (1021) - 2
    - Project Manager (943) - 2
    - S/W-Engineer-Mobile-Technology (961) - 0
    - Senior Product Manager (1022) - 1
  - Create a Requisition
- Resume Search:** A section titled "Find new applications by searching all resumes:" with a "Keywords:" search bar, an "Advanced Search" link, and "Your Saved Searches" (S1 5/12/2011) with an "All Saved Searches" link.
- Hires:** A section showing "Total Hires" as 0 for the "Last 30 Days".
- General Apply:** A section showing "Total Candidates (Last 30 Days)" as 2 and "Your Bookmarks" as 0.

Figure 4: Recruiter view

Source: Kronos, 2011.

The software is designed to encourage fair hiring practices. It's impossible, for instance, to search for candidates based on age, race, or gender. But, Kronos' search capabilities do allow hiring managers to search for candidates from a particular source or for someone that has a particular employment history. It's possible, for instance, to search for a candidate that's at a certain level in their career, or that has held a particular title at one point in their history. The system also allows managers to search for candidates from specific educational educations as well as by education level or degree.

The SaaS-based Kronos platform is always evolving. The company on average provides two product releases per year. So as not to interfere with their clients' workflow, new features are deployed disabled. Customers can then turn on features at their convenience through an administrative console.

## Highlights

More than 30 million people in more than 60 countries use the company's solutions every day. Nearly two thirds of Fortune 1000 companies, 626 of the U.S.'s best known companies, use Kronos' solutions.

Usage statistics for Kronos' workforce acquisition product are impressive:

- Overall, 100 million applicants in 40,000 locations have been processed
- In 2010 alone, 37 million applications were processed resulting in nearly one million new hires
- 100,000 people use Kronos' talent acquisition software on a daily basis

These statistics make Kronos one of the most important names in talent acquisition.

## About Brandon Hall Group

With more than 5,000 clients globally and 20 years of delivering world class solutions, Brandon Hall Group is the preeminent research and analyst organization focused on developing research driven solutions to drive organizational performance for emerging and large organizations. Through the recent merger of AC Growth and Brandon Hall Research, Brandon Hall Group has an extensive repository of thought leadership, research, data and expertise in Talent Management, Learning & Development, Sales, Marketing and Executive Management.

At the core is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aims to put the research into action in a way that is practical and efficient.

## The Value of Membership

The Brandon Hall Group membership program encompasses comprehensive research resources and an array of advisory services. Our membership program provides the following:

- **Cutting-Edge Information** – Our rigorous approach for conducting research is constantly evolving and up-to-date, providing your organization with current and future trends.
- **Actionable Research** – Your membership includes advisory services that are research driven and provides you a breakthrough approach to addressing immediate challenges and opportunities inside your organization.
- **Customizable Support** – Whether you are a Learning and Development, Talent Management, Sales, Marketing, or C-Level Executive, our research, frameworks, models and tools will provide insight and solutions that you can leverage across the entire organization.
- **Unlimited Access** – Every member of your team has the ability to utilize research, next practices and advisory services wherever and whenever they need it to support critical decision-making.

To learn more about Brandon Hall Group, please call us at (561) 865-5017 or email us at [success@brandonhall.com](mailto:success@brandonhall.com).