

Driving Adoption with Your Talent Management Platform: The Crestline Hotels & Resorts Story

See how Crestline Hotels & Resorts optimized user adoption and increased applicant flow with TalentReef.

The Company

Founded in 2000, Crestline Hotels & Resorts partners with 129 locations across the country, including brands such as Marriott, Hilton, Hyatt, and more. They offer customized hotel management services for select service, extended stay, and full-service hotels.

The Challenge

Before Crestline Hotels & Resorts switched to Mitratesch's Talentfeef, end users found the previous talent management system difficult to use. As a result, the adoption rate was low and processes took much longer than necessary. Simple tasks required many clicks across the platform (and sometimes across multiple platforms), so users struggled to complete their to-do lists in a timely manner. Crestline was also interested in increasing their applicant flow.

Knowing that its talent management system should make the recruiting and hiring process easier — and not more frustrating — the company set out to look for a solution with modern, easy-to-use features and an intuitive interface.



“Whenever someone gets into a system and they have 8 million decisions they need to make, they end up not using the tool.”

CHRIS RUTT

VP of Talent Acquisition and Development
Crestline Hotels & Resorts



The Solution

TalentReef's user-friendly and intuitive platform made an immediate impact for the Crestline team. Employees across all 100+ locations found it straightforward and painless to begin automating the hiring and onboarding processes. Adoption skyrocketed, and employees started saving significant time that they could dedicate to more strategic initiatives.

Crestline Hotels & Resorts also experienced an increase in its talent pool, which Rutt credits to the partnership with TalentReef. More specifically, TalentReef's seamless integration with Indeed's Easy Apply has helped Crestline reach a broader applicant audience and keep candidates engaged throughout the recruitment process.

While candidates enjoy a hassle-free application process, Mitratesch's TalentReef handles administrative work that would otherwise fall on the applicant. This results in more completed applications, lower abandon rates, and a better candidate experience.



“The processing time is just so much shorter. I think what our old system took fifty to sixty clicks to do, Mitratesch’s TalentReef can do in five to ten, which is huge. Since we’ve gone live, we’ve gotten nothing but kudos as far as the ease of use and just the ability to use the system. People are raving about it. So that’s been a huge win.”

CHRIS RUTT

VP of Talent Acquisition and Development
Crestline Hotels & Resorts



“The integrations have been excellent, and people see TalentReef as a one-stop shop versus having to work in five to six different systems.”

“A huge win is that for a housekeeper or front desk agent position, they don’t have to create email addresses and accounts. With TalentReef, you can apply without having to do any of that and I think that’s been a huge improvement. We are seeing much lower abandoned rates on applications.”

The Results

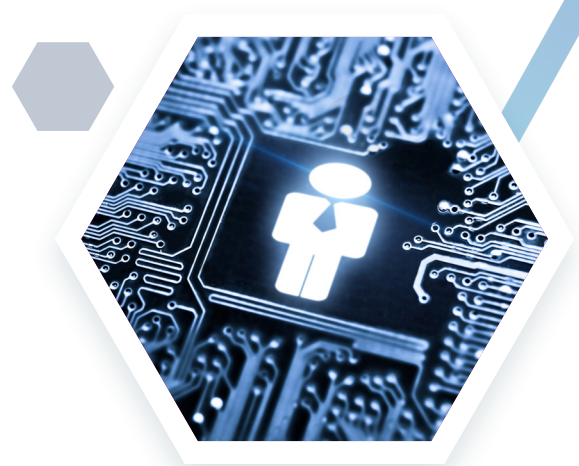
Since implementing Mitratesh's TalentReef, Crestline Hotels & Resorts has improved their approach to talent management in several key ways. They found that by tackling one challenge - user adoption - they were able to simultaneously streamline processes, save time, and increase applicant flow as well as applicant completion rates.

Breaking it down, they found the following results with Mitratesh's TalentReef:

- ✓ **Immediate increase in user adoption from employees**
- ✓ **369% increase in applicant flow in the first month**
- ✓ **Significant time savings with automation**
- ✓ **Lower abandon rates on applications**

In the three months before switching to TalentReef, the hotel management brand was seeing an average of approximately 2,100 candidates per month.

With TalentReef, they saw 9,845 in the first month alone – an increase of 369%.



About Mitratesch

Mitratesch has a 35-year history as a leader in providing technology and services that empower organizations to manage risks, increase efficiency, control costs, and scale for the future.

On a mission to deliver cutting-edge legal and compliance solutions, Mitratesch partners with over 7,700 corporations worldwide to co-innovate the world's most intuitive, adaptable, and flexible platform. We help customers spend less time juggling multiple technology partners and avoid common point solution frustrations— including incompatible features, custom code, and no API integrations—by delivering cloud-based, automation-driven solutions.

The lines continue to blur across Legal, Risk & Compliance, and Human Resources— and Mitratesch is the trusted partner in driving clarity and collaboration across all these functions. From concierge-style Firm and Panel Management Services and intuitive cyber security to agile workflow automation and contract management, we've hand-selected our technology to address our customer's most complex problems across every industry.

To learn more, please visit www.mitratesch.com

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