

ENGINEERING A REFERRAL CULTURE: HOW GATEWAY ENGINEERS FIND TOP TALENT

The Customer

"A referral culture must be established to acquire great talent."

Gateway Engineers, a civil engineering firm based in Pittsburgh, has strong business relationships nailed down. But what they needed was the same foundational trust and long-term satisfaction within their employee network.

To empower their employees to be brand ambassadors and leverage their networks to recruit quality talent for the firm, Gateway Engineers chose ClearCompany tools. Take a look at Gateway Engineer's journey to a referral culture through the eyes of Recruiting Manager, Andrea R. Bucci, PHR, SHRM-CP.



Andrea R. Bucci, PHR, SHRM-CP
Recruiting Manager, Gateway Engineers

The Challenge

"Recruiting is a behavior that needs to be taught and learned by your employees."

We found that our employees simply weren't in the mindset to be thinking like "A Players" when it came to selling the idea of being added to our team. Teaching employees certain talking points, where to look for potential referrals, etc. made them view the referral process as developing business for the firm.

The ClearCompany Solution

By using the ClearCompany Applicant Tracking System you can easily search for open positions from within the dashboard. It can also help you craft dynamic job descriptions to make posting available jobs quick and easy. Andrea took advantage of this and made it easier for her employees to reach out to their networks about open positions by using the ClearCompany Applicant Tracking System.

[Explore ClearCompany ATS.](#)

The Discovery

"Our employees were afraid to refer someone in the event they didn't work out."

When we interviewed our employees to find out what was hindering them from referring talent, we found out they were hesitant to refer in case the person didn't pan out. Therefore, we tackled the perception it would reflect poorly on them if the referrals didn't work out by assuring them we take those factors into consideration and we trust our interviewing process to lead us in the right direction.

The End Solution

"With ClearCompany, our employees can refer employees without fear."

Employee referrals are by far the most cost effective means of hiring, and they've more so contributed to a sense of comradery and team oriented culture. ClearCompany's Applicant Tracking System integrated with a socially-equipped employee referral tool has made it easy for employees to refer friends through a guided system. [Learn more about the ClearCompany platform.](#)

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The Results

"Those that refer, feel as though they've contributed to the team and are recognized for it."

Our employee referral culture has really boosted morale, and it's even easier to transition and onboard new referrals because they already have a coworker to put them at ease.

Why ClearCompany?

"ClearCompany is here to help!"

With ClearCompany, you don't have to focus on the administrative part of the process because ClearCompany handles it all!

The ClearCompany Response

"We're thrilled that Andrea and her team are using the ClearCompany platform to boost employee referrals and reduce their cost-per-hire. Our service team has worked with them every step of the way to ensure they are getting the most out of our hiring and management tools."



Sylvie Woolf

Director of Client Service, ClearCompany