

ZOOMINFO CASE STUDY

Nationwide Innovates With ZoomInfo PowerSearch

“In a highly competitive industry, the only way to beat your competition to the punch is to continue to innovate. Building a team of game changing, high-impact talent is what brings about this kind of innovation and **ZoomInfo PowerSearch** helps us find and track that talent. It’s a dream tool for recruiters.”

- Randall Stevens, Director of Enterprise IT Recruiting, Nationwide



Nationwide[®]
On Your Side

The Results.

- Allowed Nationwide to source and track ultra-passive candidates who are being recognized in the industry
- Identified potential connections within Nationwide to target candidates for more successful penetration
- Changed recruiting approach from reactive to proactive to find the industry’s best talent
- Created a leg up on the competition by getting fresh information on target candidates as soon as it’s available

The Company.

Nationwide, based in Columbus, Ohio, is one of the largest diversified insurance and financial services organizations in the world, with more than \$157 billion in assets. Nationwide ranks 104th on the Fortune 500 list. The company provides a pull range of insurance and financial services, including auto, homeowners, life, health, commercial insurance, administrative services, annuities, mutual funds, pension and long-term savings plans. For more information, visit www.nationwide.com.

The Situation.

In a mature industry that’s been purged of inefficiencies, gaining a competitive edge requires game changing innovation. Nationwide understands that this innovation comes from hiring highly-talented people. In 2006, Nationwide implemented the Strategic Impact Network Recruiting initiative to identify and track top industry talent for recruiting into its information technology group, which makes up one-sixth of the company’s employee base. This strategic initiative changed Nationwide’s recruiting approach from reactive – looking for talent to meet a specific job requisition, to proactive – identifying the top industry talent to bring the best-of-the-best on board. To make this effort successful, Nationwide needed a tool to source and track this talent.

The ZoomInfo Difference.

In adopting this aggressive, headhunter mentality, Nationwide put together a portfolio of approximately 10 professionals who are being recognized in the industry for their talent and contributions. Nationwide recognizes that this list is made up of ultra-passive candidates who are likely happy in their jobs as evidenced by their achievements.

Nationwide uses ZoomInfo PowerSearch to research these target individuals and pull their ZoomInfo profiles, which include their contact information, work history, achievements, affiliations and stories they’ve been mentioned in within the press. PowerSearch’s ability to deliver deep information on candidates allows Nationwide to share these briefs among the company to help create points of connection with prospects. For example, having details on a prospect’s work history allows Nationwide to determine if someone in their group has worked with this person in the past, or if they know someone who worked with them in the past, creating better in-roads with the prospect.

ZoomInfo PowerSearch’s ability to aggregate news stories in which their prospect is mentioned is hugely beneficial as well. Nationwide recognizes this as a competitive advantage as their recruiters are first to hear about awards their prospects have been granted or stories in which they have been featured. For example, when a prospect has been recognized as an innovator in a trade publication, PowerSearch captures this information and allows Nationwide to get this news before its competition. This event creates an opportunity for a Nationwide recruiter to contact this prospect, congratulating the prospect on the award or mentioning the story they were featured in to start building a relationship. Having this deep information on prospects in all in one place – PowerSearch – makes opportunities for points of contact faster and easier.

Even more, PowerSearch has proven to be advantageous in that it doesn’t rely on the candidate taking an active step to be contacted – such as posting their resume on a job board. PowerSearch allows Nationwide to find the outstanding talent who they want to bring on board to make a positive impact on the company and to stay ahead of the competition.