

Background

eLoyalty is focused on assisting companies in optimizing customer interactions through marketing, sales and customer service. Headquartered in Lake Forest, Illinois, they are a global Customer Relationship Management (CRM) consulting, systems integration and managed services firm that has specialized in CRM business transformation and technology integration since 1988. They have been touted as the world's first and only global organization of their kind, focused exclusively on building customer loyalty.

eLoyalty's innovation and focus translated to greater recognition within their marketplace. As their client base grew, their need for highly-qualified talent exploded. eLoyalty realized their search for uniquely-skilled, niche technology professionals, at the volume required, would be nearly impossible to manage internally. It was crucial that they choose the right partner to scale their recruiting capacity and manage the expectations of their business. It was at this point that eLoyalty turned to Illuma for a solution that guaranteed success.



Challenge

"With the news of two new client wins coming in Friday at 4:00 pm, our department was faced with overwhelming recruitment demands, scrambling for a solution to fill 40 highly-specialized positions in 30 days," recalls Vito Fiore, Director of Recruitment at eLoyalty. With the bandwidth to handle approximately 80 percent of the positions it needed to fill, eLoyalty's in-house team of experienced recruitment professionals had to find a way to deliver results.

"eLoyalty approached us with two challenges," said Illuma CEO Adam Robinson. "First, they understood that the growth of their company depended on their recruiting operation being able to locate incredibly adept niche professionals; second, eLoyalty understood that finding the right partner meant finding a partner that understood the nature of a high-growth firm."

"We live and die by our ability to recruit talent. Illuma provided an instant response that exceeded our expectations. Together we got the job done and in the end eLoyalty's customers won. Illuma gave us the people we needed to make our clients successful."

—Vito Fiore
Director of Recruitment, eLoyalty





Case Study

project | eLoyalty

Solution:

“By Monday morning, Illuma had put together a team of consultants who fully understood our culture, integrated seamlessly into our organization and got the job done,” said Fiore.

Illuma integrated a team of six into eLoyalty’s recruiting department, each member with proven capabilities in finding the niche professionals for which eLoyalty was searching. In addition to their recruiting expertise, and just as vital, every one of Illuma’s consultants was also uniquely qualified to work within the fast paced, action-oriented culture of a high-growth company like eLoyalty.

Illuma’s team operated by their Enterprise Recruitment Management (ERM) process, creating a recruiting system for eLoyalty that included improvement of the quality of new hires, the efficiency and effectiveness of the hiring process, and the flow of diverse candidates. Illuma also provided talent acquisition and hiring expertise, enabling eLoyalty’s in-house recruiters to focus on delivering hiring manager satisfaction. In addition, Illuma offered assistance with eLoyalty’s vendors, aiding in the design, development and implementation of a vendor management strategy tailored to eLoyalty’s needs.

Results:

With Illuma as a collaborative partner, this high-touch engagement proved successful. eLoyalty gained a turnkey, on-demand recruitment infrastructure that was truly an extension of their existing team. They had the right recruiting resources at the right time, and their efforts were rewarded with a formal commendation by the Vice President of the business unit that they serviced.

Illuma’s initial project term with eLoyalty was three months, but as the eLoyalty recruiting team continues to deliver value, 18 months later, Illuma still supports their mission.

About Illuma

Illuma is a leader in the rapidly growing world of Enterprise Recruitment Management, delivering full-service recruitment solutions that enable high-growth organizations to achieve business goals. Illuma’s results-oriented approach enables its clients to achieve amazing recruiting results through a unique combination of strategy, action and culture. Find out more at www.illumallc.com.

