

Bemis Company, Inc. Case Study



Bemis Company, Inc. is a global supplier of flexible packaging used in the food and pharmaceutical industries and pressure sensitive adhesive coated materials used by label, signage, medical and graphics companies. Bemis prides itself on its innovative product development company-wide. The company's products can be found in virtually every aisle of neighborhood grocery stores around the world.

TEAM EFFORT

As a team-based company, Bemis employees learn every aspect of the production facility from the ground up. New hires are paired with compatible trainers for 8 week rotations to learn each piece of equipment. At Bemis, there's no such thing as "entry-level"—all production positions are equal. The sophisticated manufacturing used at Bemis calls for candidates with particular skill sets right from the start of the hiring process. Suzanne Baucom, HR Manager at Bemis' Joplin, MO facility, says that each candidate needs to have the right combination of mechanical, electrical, and printing skills to be considered for employment. Bemis has developed their own comprehensive interview process, which includes InterviewStream, to help determine if a candidate is, in fact, a good fit with the company's culture.

VIDEO INTERVIEW PROCESS

Because Bemis is a team-based facility and each associate responsible for interviewing new hires works on a different shift, coordinating schedules to meet with candidates face-to-face poses a challenge. Baucom said that InterviewStream has streamlined the process. By recording each candidate, Baucom and her associates can review each interview at their convenience, which has been an incredible time saver. "InterviewStream allows each team member to review and listen to each question for a full understanding of how the question is answered. The team is able to visit about the answer based on the candidate's previous work experience and then if necessary re-visit the question if there is any question or concern," she said. "We also use InterviewStream as a training tool for our interview team," continued Baucom. "We place a numeric score on each question in order to identify the depth of experience the candidate has. By listening to the answers and then comparing our individual interpretations, the team learns to listen to what is actually said and then how to score the response."

TIME AND COST SAVINGS

On a recent round of interviews, InterviewStream allowed Baucom and her 4 member interview panel to save over 100 hours and approximately \$3,500 by creating a shortlist of 9 candidates down from 36. Bemis appreciates their local Workforce Investment Board of Southwest Missouri in Joplin, MO for providing the latest in recruiting technology which saves her company valuable time and money. "It helps us pre-screen candidates," Baucom said. "Each candidate is scored on each step of the interviewing process, from their resume to the final behavioral interview, with the video interview being a vital part of the process. We had to find something that pulled out the quality of the candidate but was still fair," she said. Baucom feels that InterviewStream has been a huge asset to Bemis' interviewing procedures for a number of reasons, with the cost savings it provides and flexibility at the top of the list. She also likes the customizable questions. "You can really sit down and review the questions and answers," she said. "Sometimes during an in-person interview, even though you're taking notes, you might miss a key point. With InterviewStream, you can go back and review their answers. It gives you a much better idea of the candidates fit here at Bemis."

BACKGROUND

Bemis is a global manufacturer of flexible packaging and pressure sensitive materials with pro forma 2009 net sales of \$4.8 billion. The sophisticated manufacturing used at Bemis calls for candidates with particular skill sets right from the start of the hiring process.

CHALLENGE

Because Bemis is a team-based facility and each associate responsible for interviewing new hires works on a different shift, thereby coordinating schedules to meet with candidates face-to-face poses a challenge. We had to find something that pulled out the quality of the candidate but was still fair," noted Baucom.



SOLUTION

Bemis enlisted the help of their local Workforce Investment Board in Joplin, MO to provide the latest in video interview technology. On a recent round of interviews, InterviewStream allowed Baucom and her 4 member interview panel to save over 100 hours and approximately \$3,500 by creating a shortlist of 9 candidates down from 36.

RESULTS

InterviewStream has been a huge asset to Bemis' interviewing procedures for a number of reasons, with the cost savings it provides and flexibility at the top of the list.