

Founded in 1957, Enterprise Rent-A-Car has thrived and succeeded in being the largest car rental brand in North America. With more than 5,000 offices in the U.S., **Enterprise Rent-A-Car hires more than 8,000 college graduates every year.**

For the eighth year in a row, Enterprise has been recognized as one of the top Entry-Level Employers by CollegeGrad.com. In addition, BusinessWeek magazine has named Enterprise as one of the **"50 Best Places to Launch a Career"** for the fourth year in a row.



Karen McGrath, Talent Acquisition Manager at Enterprise, is responsible for recruiting from more than a dozen campuses across Georgia. With such a wide reach, it's important for Karen's pre-screening process to be accurate, reliable, and efficient.



Challenge...

Reaching More Students in Less Time

Karen wanted to reach as many students as possible to not only pre-screen them as potential candidates but to also create a buzz around Enterprise's welcoming culture for recent college grads. With such a wide area to cover and a deluge of similar-looking resumes, Karen wanted a more efficient tool to pre-qualify the candidates, focus her time, and deliver cutting-edge messaging about her brand.

Solution...

InterviewStream's portfolio of video interviewing tools allowed Karen to broaden her reach by using pre-recorded and live interviews. The technology gave her the ability to assess verbal and non-verbal cues such as confidence and eye contact, in a professional and easy-to-use format which could be recorded and shared with other managers in different locations.

Results!

Using InterviewStream's technology, Karen was able to enhance the Enterprise brand while ensuring a more qualified candidate pool, before conducting face-to-face interviews. Seeing more students on more campuses increased her efficiencies as a recruiter and Karen brought a "Cool Factor" to the Enterprise recruiting process that the car rental industry has never seen.

The Benefits...

Much Better than a Phone Screen

- Video interviews allow you to pick up visual cues such as confidence, energy, eye contact and even genuine interest in the position
- Video feels more official than using the phone which makes the students interviewing with Enterprise more accountable
- Recorded interviews can be forwarded and shared across managers in different Enterprise branches and locations

Brings a "Cool Factor" to the Enterprise Recruiting Process

- Interviewing on a branded Enterprise portal, students feel more comfortable and secure on webcam compared to Skype
- Reinforces that Enterprise is a cutting-edge company in the rental car industry

Increases Recruiter Efficiency While Enhancing Campus Visits

- Complements campus visits with pre-recorded and live video interviews which allows Enterprise to expand the candidate pool and see more students
- Enhances the Enterprise recruiting process at campus career fairs with pre-recorded video interviews on-site

In Conclusion...



"InterviewStream is a better way to conduct business. Students think it's cool. It allows us to improve the bottom line, as we can get to the better candidates, quicker. I would recommend InterviewStream without any hesitation."

Karen McGrath
Talent Acquisition Manager