



# How Regions Bank is Solving Critical Business Challenges with Recruitment Automation







# The Challenge

With a bold mission to “Make Life Better,” Regions Bank — one of the nation’s largest full-service providers of consumer and commercial banking, wealth management and mortgage products and services — is invested in hiring, developing, and retaining the best people for the job.

To deliver, they sought to address two critical priorities:

- **Attract, engage, and convert candidates with a new employer persona**
- **Replace manual processes for high-volume, multi-incumbent roles**

Regions rebranded themselves as a more approachable employer to tap into new, diverse talent pools. Having a career site that would support this — and provide candidates with a seamless, personalized experience — was a *must*. Of equal importance was the ability to replace time-consuming manual processes in a cohesive way, which only a comprehensive talent acquisition strategy and system could support.

“We didn’t know the extent of what we could do with Phenom until implementation. On every call, we asked if we could do something else — and we could. The possibilities with this platform are practically endless.”

## **Scott Ewert**

Talent Acquisition Senior Manager, Innovation & Strategy  
Regions Bank



# The Solution

After researching solutions, the Regions team selected Phenom's **Intelligent Talent Experience** platform, confident it would give them the best holistic experience and ROI.

"In addition to avoiding multiple point solutions, we liked the interface, how it worked, and how it felt. We thought our recruiters would be very comfortable operating in the system. It was simple to use and highly customizable for our different workflows," explained Scott Ewert, Talent Acquisition Senior Manager, Innovation & Strategy at Regions.

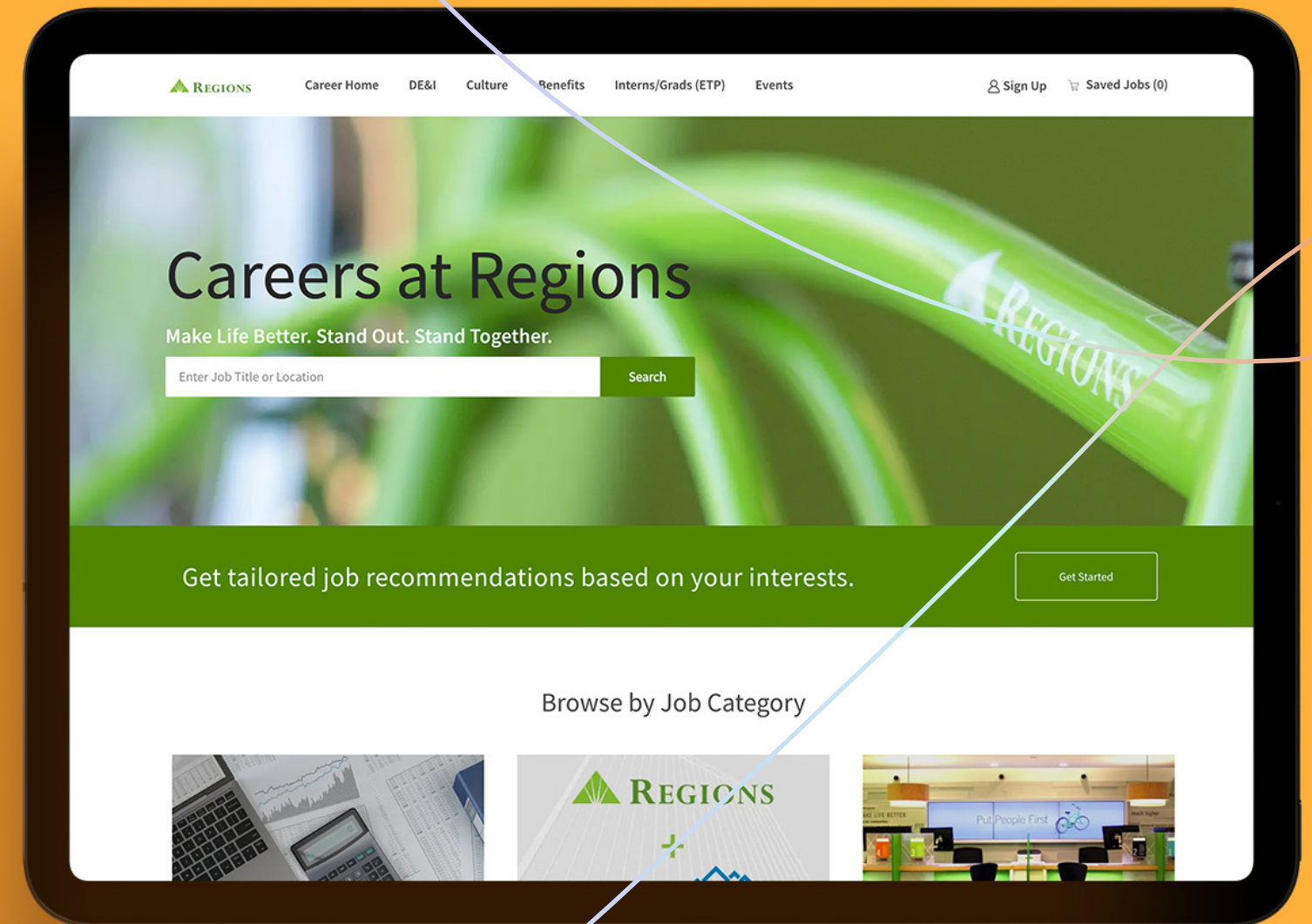
Using their **Phenom Career Site**, **CRM**, **Campaigns**, and **SMS**, the Regions team was able to create and nurture a thriving talent community. This community serves as a way to educate candidates on their refreshed employee value proposition and automate countless hyper-personalized engagement strategies — including weekly updates on open positions based on their interests, as well as incomplete assessment reminders for partial applicants. "Our ability to track conversion based on who's received these messages is the power behind this," Ewert noted. "It gives the team the ability to properly engage active and passive talent."

According to Ewert, automating assessment messages in particular has been a gamechanger for Regions. These messages boost internal efficiency while also facilitating candidate productivity and transparency about their application status. In addition, reaching candidates in real-time through texts or messaging app chats also streamlined recruiter communication about assessments, offer letters, background checks, and start dates in a more efficient yet personable way.

"We consider ourselves talent marketers who are continuously trying to make the candidate journey more meaningful and impactful. Thanks to Phenom, we can deliver," said Melinda Littleton, Lead Talent Sourcing Partner for Regions.

"Phenom has functionality that our recruiters have always wanted but we couldn't provide before."

**Melinda Littleton**  
Lead Talent Sourcing Partner  
Regions Bank







# The Results

“When applicant volume was at an all-time low across the industry, Phenom helped us keep the right talent engaged and convert them into hires instead of losing them to other employers. That was mission-critical,” Ewert said.

With their dynamic, hyper-personalized career site and targeted recruitment marketing efforts, Regions grew their talent community exponentially, adding 8X more candidates. And by easily pre-qualifying applicants based on whether they passed the company’s required assessment, recruiters are engaging with thousands of best-fit candidates first.

As Regions strives to optimize all of their talent experiences, they’re especially impressed with the increased recruiter productivity the platform affords with intelligent automation. “We’re giving time back to that team,” said Littleton. “They can now focus on higher impact activities like mentoring that support our new hires.”

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# What They Achieved with Phenom

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Talent Acquisition Senior Manager, Innovation & Strategy



20%

Faster hires

8X

more candidates

7K+

pre-qualified candidates

↑ increased recruiter productivity

↑ Increased number of hires





# The Future

Moving forward, the Regions team aims to use their career site to attract candidates beyond those who already know they want to work in banking or financial services. By repurposing existing content from successful campaigns, they plan to launch landing pages that speak directly to different talent pools with tailored content that connects to different job categories. “That’s where we can tell our story in a more meaningful way,” said Ewert.

To expand the breadth of their talent community and simplify campus events, the team is exploring

**Phenom University Recruiting.** Also on their radar is Phenom’s hosted apply process, which gives candidates the ability to complete every step of the application without leaving the career site.

“We want to make sure we get the most from our HR tools and investments,” Ewert remarked. “Our experience with Phenom is a perfect example of maximizing what a comprehensive intelligent system is capable of.”

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**Scott Ewert**





Regions Financial Corporation is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, and mortgage products and services. Regions serves customers across the South, Midwest, and Texas.

<b>Industry</b>	Financial Services
<b>Career site</b>	<a href="https://careers.regions.com">careers.regions.com</a>
<b>Headquarters</b>	Birmingham, AL
<b>Employees</b>	20,000+
<b>ATS</b>	Workday



# See the Phenom Intelligent Talent Experience platform in action

Book a demo

## Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

## Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

## HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

## Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

## Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

## HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.



# Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

