



# Creating a world-class candidate experience

How Cisco used the SocialTalent e-learning platform to optimize interviewing across the organization



# Challenge

## Improving interview structures to create great candidate experience

Cisco's primary reason for partnering with SocialTalent was based on a fundamental desire to make candidate experience at the interview stage world-class. The company understood how intrinsically linked positive candidate experience was to attract the best talent and they were dedicated in their mission to make this process the best it could be.

After thorough research and an internal review of their current processes, Cisco identified areas of opportunity on this front that could be iterated and evolved in order to optimize how interviews were conducted throughout the company.

In addition to creating a consistently great candidate experience throughout the hiring process, Cisco's goal was to upskill hiring managers and panelists to become excellent interviewers and secure the best talent. They wanted to continue to improve their quality of hire and better align hiring managers and Cisco's Join and Connect team, (Cisco's classification for TA), to enable this.

In sum, their aim was to improve interview structure, drive a fair and transparent process, reduce the risk of making poor hires and, ultimately, create unparalleled candidate experience across the board. So, it was decided that a comprehensive program of interview training, facilitated by the SocialTalent e-learning platform, would be rolled-out to the organization.

**“Excellent training, fantastic insights. This will make all the difference.”**

*Cisco user on SocialTalent's Interviewer Training*



# Approach

## Establishing a PM team to help operationalize SocialTalent learning and make the training mandatory for all interview panelists

Cisco conducted a temperature check of their hiring managers' interest in undertaking interview training and released a survey which resulted in an overwhelming 78% positive response rate. With appetite clearly there, Cisco got down to brass tacks – to roll out interview training to everyone responsible for conducting interviews, company-wide.

Having successfully partnered with SocialTalent previously for recruiter training, Cisco were confident that this form of industry lead, bite-size learning would also enable their teams to excel at interviewing. The quality and depth of content, global ease of access and customizable nature of the training were hugely attractive features within the SocialTalent platform.

So, with SocialTalent firmly on-board, Cisco committed themselves to delivering and operationalizing this training by putting a senior project management team in place from the get-go. The PM team understood how important it was to collaborate and be active participants in the roll-out of new learning and development – and this became a key factor in Cisco's overall success.

In order for the SocialTalent interview training to have the biggest impact, it was deemed mandatory for any employee who participated in interviews to complete it and gain the Cisco Certified Interviewer award. Failing to achieve this certification would mean that these particular employees would not be eligible to sit on future interview panels. This conscientious approach ensured that best practices were adopted by all, and not just some.

**“We wanted to give Cisco employees the best information possible in the easiest way for them to learn and SocialTalent already had that set-up. People love the missions, the way everything is structured, the vignettes of information and accomplishment badges.”**

### *Mỹ-Châu Matrick*

Leader, Talent Acquisition  
Operation Program and Change



# Business Impact

## NPS scores have risen and employees are now enabled to provide world-class candidate experience during interviews

Thanks to such a dedicated and organized approach to rolling out the training across the organization, Cisco immediately saw positive returns. Crucially, NPS scores from candidates being interviewed rose.

With close to 40,000 registered users on the platform (and over 30,000 certified interviewers) Cisco has seen massive uptake in the SocialTalent interview training. Coupled, with strong support from leadership in all regions, the content is being shared across countless teams and the feedback from surveys has been excellent, with some users saying that it was “the best online training [they] have ever received at Cisco.” **95% of those surveyed would recommend the training to a colleague, and over 93% agreed it was relevant to their role.**

With every user now responsible for ensuring that interviews were conducted effectively and in a manner which allows candidates to flourish, the organization has witnessed hugely beneficial behavioral changes from their employees upon completing the SocialTalent training.

SocialTalent’s extensive catalogue of interview training content has enabled Cisco to achieve their aim and empower their employees with the knowledge and practical advice needed to foster the best possible candidate experience.

But the progress won’t stop here – Cisco already has future plans to deepen knowledge around diversity interview practices, and to translate the interview training for different global markets. Furthermore, they are implementing a pioneering recertification process to keep L&D forever fresh – whereby everyone involved in interviewing will be required to recertify on the SocialTalent training every 12 months.

**“I have been sitting on interview panels for over a decade and have been a hiring manager for more than half of that time and this was hands down the best interview training I've gone through. Thank you Cisco for investing in SocialTalent training for interviewers!”**

**Isabella Yani**

*Area Director for  
AppDynamics West GES*



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## About Cisco

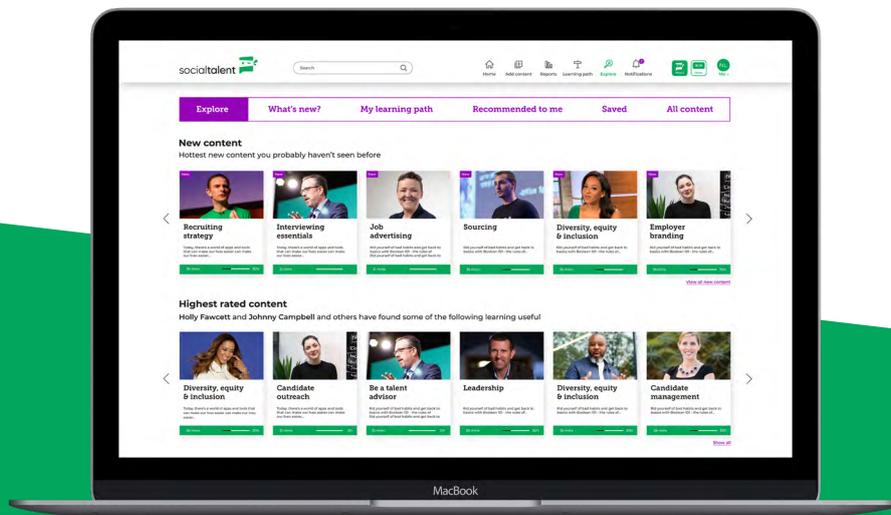
Cisco Systems Inc. is the worldwide leader in networking for the Internet. The company was founded in 1984 and is now a multinational corporation, with over 77,500 employees. Cisco solutions are the networking foundations for service providers, small to medium business and enterprise customers which includes corporations, government agencies, utilities, and educational institutions. Cisco's networking solutions connect people, computing devices and computer networks, allowing people to access or transfer information without regard to differences in time, place, or type of computer system.

## About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.

**“The topics and how the modules were broken down was intuitive and easy to absorb. Really good.”**

*Cisco user on SocialTalent's Interviewer Training*



If you would like to learn more about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

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The hiring skills platform