

The Excel Headache— How Berkshire Associates Helped Fulton Bank Automate their Applicant Tracking Process

About Fulton Bank

Fulton Bank is a full-service commercial bank operating 107 offices and 118 ATMs. It has been a vital part of the growth and development of south central Pennsylvania, providing strength and support to its community since 1882. With a community-oriented style of banking and commitment to its customers, Fulton Bank provides the flexibility and timely responses customers need, helping to sustain mutually satisfying, long-term banking relationships. As one of the leading financial institutions in its region, Fulton Bank provides consumer retail and business customers with the best in banking services and products, investment management, and trust services.

They Can't Excel with Excel

Fulton Bank, like many companies across the country, manually tracked applicants for job openings using an Excel spreadsheet. Tracking incoming applications manually was time consuming and eating away at valuable resources. Not to mention the increased risk of human error during the data entry phase. Fulton Bank had a need to institute a more effective way of managing their hiring activities and tracking applicants. They also wanted to capture and organize applicant data in a way that could be used to screen applicants and comply with employment-related regulations. Ultimately, Fulton bank wanted a solution that saved time, was easy to use, reduced human error, and streamlined their entire process.

The "Must-Haves"

Fulton Bank knew what it wanted. The bank had a list of requirements an ideal solution would have to meet. The new system would have to be user friendly without loads of training time required. Not only that, Fulton Bank wanted the solution to accommodate its unique corporate structure, being flexible enough to work with its business model. The solution also had to meet all the bank's reporting requirements, and be cost effective—which meant not paying for features it would never use. But most importantly, Fulton Bank required a vendor it could trust to deliver exceptional service and support, long after the sale was complete.

Goodbye Excel, Hello Automation

Fulton Bank began its quest to find the right solution, searching the Internet, media publications, and through word-of-mouth. In the end, it reviewed and analyzed eight potential vendors before finally selecting Berkshire Associates' **BALANCEtrak**—which met all their requirements and was flexible enough to accommodate existing processes. **BALANCEtrak** met all Fulton Bank's "must-haves," and then some.

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The End-Result

According to Doris Evans, VP, Employment Manager at Fulton Bank, “We are very satisfied with Berkshire and **BALANCEtrak**. We were able to setup **BALANCEtrak** to meet our corporate structure reporting needs. The support and service we received at the time of implementation, and continue to receive, repeatedly confirms that we made the right decision.” Not only that, Fulton Bank developed metrics to assess its savings in real dollars since using **BALANCEtrak**. The result is an annual savings in productivity and process improvements of well over \$10,000.

BALANCEtrak Applicant Management System

BALANCEtrak is a web-based applicant management system designed to fit the HR Professional’s recruitment style. Use **BALANCEtrak** to organize, manage, and automate workflow around finding the right candidates. As an HR Professional, you decide what process works best for your company...while **BALANCEtrak** gives you the power to manage your entire hiring cycle. You can manage requisitions, automate workflow, post jobs to multiple sites, run reports to monitor progress, and quickly assess your most qualified applicants. Comply with employment regulations by collecting AA/EEO data, and use **BALANCEtrak** to consistently adhere to your definition of an applicant. With **BALANCEtrak**, you can easily identify what sources are attracting quality applicants, and evaluate your return on investment—giving you the data needed to optimize your sourcing efforts. To find out more visit www.balancetrak.com or call 800.882.8904.

About Berkshire Associates

Berkshire Associates is a human resources consulting and technology firm specializing in helping companies build the ideal, balanced workforce. As an industry leader, Berkshire provides the latest tools and services for applicant management, compensation management, affirmative action, workforce planning, diversity, and professional training. For over 25 years, Berkshire has serviced the nation’s most recognizable companies; and as a result has mastered providing clients with cost-effective solutions to everyday human resources challenges.

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