

DraftKings Expands Globally with Beamery's AI and Skills-based Strategy

DraftKings is a leading American sports entertainment and gaming company. Based in Boston, Massachusetts, its products range across daily fantasy, regulated gaming, and digital media. They are focused on building the best, most trusted, most customer-centric destination for skin-in-the-game fans, and to forever transform the manner in which people experience sports.



CHALLENGE

DraftKings is rapidly expanding into global markets. To execute this expansion successfully, DraftKings needed to grow its workforce across critical functions. This meant DraftKings needed to move quickly to fill a wide range of jobs, many with complex skills. Central to this effort was an understanding of skill availability by location, to better engage a wide range of prospective candidates and applicants. This would also enable rapid stand-up of operations in new locations as site approvals were received.

Given the increasing scale of demands on DraftKings' Talent Acquisition operations, additional pressure was placed on the team to find operational efficiencies, through new ways of working, and to minimize business risk, by unifying datasets into a single source of truth. This would help them drive better talent decisions.



Rachel Corbett Manager, Talent Acquisition, DraftKings



APPROACH

DraftKings turned to Beamery's AI-powered Talent Lifecycle Management Platform and skills-based approach to advance a strategy for smarter workplace talent decisions – as well as to accelerate engagement with highly qualified candidates. By utilizing Talent Communities, and integrating with Workday, DraftKings was able to better understand which skills were needed and where to find them. This enabled more targeted messaging and outreach to best-fit candidates. DraftKings also generated key pools of best-fit talent by utilizing Candidate Portals, which matched jobs to candidates based on skills and experience.

Leveraging Beamery's AI-enabled job Vacancy Calibration and AI Talent Match, DraftKings surfaced talent more efficiently, ensuring the right fit in terms of skills, role, location, and timing. Utilizing Vacancy Calibration, they have been able to further improve their intake meetings with Hiring Managers. By aligning up front with Hiring Managers on the skill requirements, sourcers and recruiters can be more consultative in the process, to ensure good fit candidates are presented earlier.

By employing Beamery's full suite of products, DraftKings elevated the experience for internal stakeholders – including Hiring Managers and recruiters – as well as candidates themselves. DraftKings more effectively matched talent to open roles through personalized communications, via nurture campaigns and a stronger understanding of "must-have" skills and competencies. In turn, DraftKings was able to find both strong candidates for current openings and keep others warm for future opportunities.

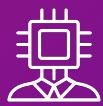
"Beamery has helped DraftKings drive operational efficiencies and effectiveness with their AI-driven platform and skills-based hiring approach. We can now identify and engage top talent in our talent portal faster than ever before, bringing them through the vetting and hiring process while creating a better candidate experience. We can even increase diversity top of funnel to ultimately achieve better representation in our talent pool."

"Building Beamery's Lifecycle Talent Management AI into our global TA process, with their skills-based strategy, has allowed us to identify qualified talent faster and reduce our time to fill while creating a better candidate experience."

BEAMERY SOLUTIONS



Talent CRM



AI Talent Match



Talent Marketing



Events



Career Sites



Talent Portals



Michael Rizzi Sr. Manager, Recruitment Marketing, DraftKings

“Our partnership with Beamery over the past couple of years has been instrumental in helping DraftKings scale our talent acquisition team globally. We would not be where we are today in terms of our talent community, our employer brand, or our recruitment marketing efforts, if it weren’t for the tools that Beamery has across their product suite.”



IMPACT

Using Beamery, DraftKings gained and acted upon new insights – accelerating the identification of business-critical skills, generation of relevant talent pools, matching of the right talent to vacancies, and filling of vacancies with both new and resurfaced candidates. Through use of AI-driven Talent Match and Suggested Contacts, recruiters were able to quickly find best-fit talent, particularly for vacancies with high volume applications. In all, DraftKings was able to fill vacancies faster, with better talent, using fewer resources.

333%

ROI year over year

11+

days reduction in time to fill job vacancies

25%

of hires are resurfaced candidates.

-
Resurfaced candidates in Beamery were **300%** more likely to receive an offer than a direct applicant

3x

higher conversion rate (interview to offer) for candidates applying through Beamery vs other sources

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