

United States Army Recruiting Command

Opportunity

Located in Fort Knox, Kentucky, the U.S. Army Recruiting Command (USAREC) is responsible for recruiting for both active and reserve personnel, ensuring national security and readiness. Recruiting operations are conducted throughout the United States, Puerto Rico, the Virgin Islands, Guam, American Samoa, and at U.S. military facilities in Germany and Asia.

With a workforce of more than 400 officers, enlisted members, and civilian employees, the USAREC headquarters provides the command, control, and staff support to a recruiting force of approximately 9,500 soldier and civilian recruiters working out of more than 1,300 recruiting stations across America and overseas. USAREC's goal is to recruit professional, volunteer soldiers; Soldier 2020, capable of effectively executing operations in the Army's complex operating environment.

The Army recruiting process is extensive. USAREC supports Army soldier recruitment from a pool of approximately 34.4 million candidates—from nearly 30,000 zip codes—to qualify and eventually place some 80,000 soldiers in the Army and Army Reserve.

The Market Research Division of the USAREC conducts research activities to identify and determine key data points and messages that will best resonate with its target audience. Comprised of a multifunctional team of analysts, the division conducts research on the current youth, medical, and in-service recruiting market, surveys internal and external audiences, and analyzes feedback for senior leadership consumption, building and maintaining analytical tools and models to understand and characterize different Army personnel groups.

In the past, the Market Research Division utilized internet research and a variety of survey tools to conduct research. However, division leadership envisioned that by using a more efficient and analytically capable solution, the USAREC could formulate more actionable research. This actionable research could then provide recruiters with more relevant and timely data to maximize recruitment efforts.

Solution

The division found just the solution it was seeking—Verint® Enterprise Feedback Management™—without having to travel far. “We shared network, information, and computer resources with Human Resources Command and they introduced us to Verint Enterprise Feedback Management,” says Michael D. Nelson, Survey Statistician, USAREC.

Verint Enterprise Feedback Management is a flexible enterprise survey platform that helps users gain a complete view into their customers and employees. It empowers users to react quickly to resolve customer issues, optimize business processes, and deliver top-notch customer service across the board.



Customer

United States Army
Recruiting Command



Industry

Defense



Solutions

Verint® Enterprise Feedback
Management™



Region

Americas



Results

- Increased efficiency by using single solution to conduct job analysis surveys for all levels of command.
- Greater data insight to help drive change and ensure optimal recruiting program performance.

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“The level of detail from the surveys using Verint Enterprise Feedback Management supports greater efficiencies and improves the overall quality of our recruiting program.”

– Michael D. Nelson, Survey Statistician, United States Army Recruiting Command, G-2, Market Research Division

“We were impressed with the survey development, deployment, and analytic capabilities of the Verint Enterprise Feedback Management platform, and also its ease of use” adds Nelson. “After only one week of training, our group was fully prepared to put the solution into action.”

Nelson and his team use Verint Enterprise Feedback Management to develop and conduct the USAREC Sponsorship Program. The purpose of the sponsorship survey is to identify difficulties that transitioning soldiers might encounter between their former and new unit. In addition, it is used to help ensure soldiers have met all of the requirements for in processing and to minimize activities that would distract them from work. The software is also used to determine optimal tour length for senior enlisted leadership, as well as to conduct job evaluations, critical task and training assessments for schoolhouse curriculum, and process improvement projects.

“These surveys provide critical feedback that enables us to identify customer expectations, measure satisfaction levels, and determine specific areas for improvement.” Nelson continues. “Verint Enterprise Feedback Management provides a detailed level of data in a single view that helps us determine what’s working and where opportunities lie.”

Results

The robustness of Verint Enterprise Feedback Management was put to task in support of a job analysis for all levels of

the command—from recruiters to brigade commanders. The survey measured the difficulty, importance, and frequency of specific tasks when conducting recruiting activities. Nelson and his team were able to use the results of the survey to create and remove tasks and develop a more current critical skills list to optimize recruiter efforts.

“The level of detail from the surveys using Verint Enterprise Feedback Management supports greater efficiencies and improves the overall quality of our recruiting program,” Nelson notes.

Another Verint-enabled survey was administered to assess the motivators, barriers, and influencers of the market available to serve in the Army Special Operations Forces (ARSOF). The Army’s most specialized experts in unconventional warfare, ARSOF soldiers are generally the most difficult to recruit due to stringent requirements. The feedback provided clarity as to the survey participants’ motivations and influencers in opting to pursue ARSOF careers, and highlighted differences of potential qualified population across three ARSOF segments (Special Forces, Civil Affairs, and Psychological Operations).

“The survey results were sent to Special Operations Recruiting Battalion (SORB) and their supported units,” Nelson concludes. “Verint Enterprise Feedback Management gave us real actionable insight to help us generate interest and increase referrals for the SORB.”

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