

Reaching Peak Talent

How the second-largest four-season resort in British Columbia engages top candidates and builds community with ClearCompany

The Customer

With over 4000 scenic acres for skiing, hiking, and biking, Sun Peaks Resort and Sun Peaks Grand Hotel have become a top vacation destination, hosting up to several thousand visitors per day. And it's the people of Sun Peaks that are the secret to creating amazing guest experiences. The resort and hotel, along with other partner businesses, are the beating heart of their community in interior British Columbia, Canada. With plans for ongoing growth, Sun Peaks' challenge is to continue providing exceptional guest experiences that rely on hiring the best and maintaining their connection to their community.

"Sun Peaks Resort and Sun Peaks Grand Hotel are the two largest employers within the community and set the tone for best practices in employee experience."

- Jennifer Dekkers, HR Coordinator

The Problem

Like many organizations in the hospitality industry, Sun Peaks faces an intense seasonal hiring period each year, particularly in the Winter with up to 450 new hires at the resort and 100 more at the hotel to accommodate 400,000 skier visits during peak season. The HR team and the technology they use play a critical role in enabling hiring managers throughout the talent acquisition process. In the past, the resort and the hotel had their own separate, manual processes for both recruiting and onboarding. This led to inefficient hiring, inconsistent onboarding, and missed opportunities for communication. Sun Peaks Resort and Sun Peaks Grand Hotel needed a different approach to meet the collective talent needs of its departments as well as to deliver a first class experience for candidates and new hires.



Everything was manual for us before ClearCompany. We were sending emails and dealing with paper forms. Now we are able to streamline and improve the candidate experience.



Shawnee Porter
HR Coordinator,
Sun Peaks



Switching from a manual recruiting process greatly reduced time-to-hire for Sun Peaks. Even after their transition to ClearCompany, **they reduced average time-to-hire again by an additional two days**, year-over-year.

The Solution

Sun Peaks turned to ClearCompany's industry-leading talent acquisition tools to create a unified, consistent process for both the resort and hotel. Sun Peaks instantly boosted their outreach with automated job postings, and easily tracked all candidate activities, even across multiple requisitions, with ClearCompany's user-friendly interface. Powerful interview scheduling tools streamlined their screening and interviewing processes, and paperless onboarding relieved the administrative burden for both new hires and the HR team.

Equally important, Sun Peaks' hiring managers were able to take a more active role, reviewing candidates and sharing information between the resort and hotel. All of these factors helped create the outstanding candidate experience Sun Peaks was looking for.

The Results

With the help of ClearCompany, Sun Peaks significantly decreased the time-to-hire from their old manual process. And with help from ClearCompany's award-winning customer service teams, they're finding even more efficiencies. Sun Peaks has also experienced great success using ClearCompany's email templates for both quick candidate communication and ongoing engagement.

 Increased candidate engagement helped Sun Peaks **cut candidate drop off during the hiring period by half.**

"Much of our seasonal hiring happens several weeks if not months before employees actually start work with us, and this is a critical time to ensure we maintain a dialogue and engagement."

We know employees have a choice in where they work and so leveraging tools that enable engagement as well as a differentiated candidate and new employee experience help set us apart."
- Shawnee Porter, HR Coordinator

The ClearCompany Difference:

"ClearCompany's combination of powerful tools and an intuitive interface can help any business quickly scale up hiring. We're proud to help Sun Peaks Resort find, engage, and hire the kind of A Player talent that create exceptional vacation experiences for every guest."



Christine Rose

Vice President of Customer Success,
ClearCompany



ClearCompany delivers a great candidate experience whether we decide to move forward with a candidate or not. The platform is easy for our hiring managers to use and provides a workflow to pull critical metrics and data.



Jennifer Dekkers
HR Coordinator,
Sun Peaks