



# ORACLE® | OPOWER

Opower Chooses Entelo and Increases Female Hires from 40% to 47% and Minority Technical hires from 1.5% to 11%

 Headquarters | Arlington, VA, USA

 Industry | Technology

 Stock Symbol | NYSE: ORCL

Technology firm Opower (NYSE: ORCL) has a lean, dedicated team of recruiters that works feverishly to keep up with demand.

“Our recruiting team is seeing a level of urgency we haven’t seen before,” says Dawn Mitchell, Head of Global Talent Acquisition. “Opower continues to embark on larger client deals where we need support engineers working onsite with customers.” The software company works with over 95 utility partners, including more than half of the largest U.S. electric utilities, and reaches over 50 million households and businesses across nine countries.

## Using Entelo in its Diversity and Inclusion Efforts

Like many technology firms, Opower wants to continue increasing the amount of candidates and hires from underrepresented groups. It recognizes that having a more diverse workforce infuses additional innovation and ideas into its decision-making process. Opower turned to Entelo to help.

“We asked ourselves, how can we continue to add diverse candidates to the top of the funnel?” explains Mitchell. “Entelo was the perfect choice to open up the funnel and help us cast a wider net.”

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### Dawn Mitchell

Head of Global Talent Acquisition | Opower

## OVERVIEW

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## PAIN POINTS/CHALLENGES

- An understaffed team with urgent hiring needs for hard-to-fill roles
- Low email response rates, especially from technical candidates
- Desire to continue attracting a diverse pool of talent

## RESULTS USING ENTELO

- Seamlessly integrated Entelo into its workflow, including integration with its ATS
- Boosted email response rates using Entelo’s outreach tools and leveraging the More Likely to Move™ feature
- Increased female hires from 40% to 47% and minority technical hires from 1.5% to 11%

In 2016, the company published its first comprehensive set of metrics on diversity and inclusion at Opower. For the 2015 progress, they increased female hires from 40% to 47% and minority technical hires from 1.5% to 11%. By FY 2017, they have set the following goals: 29% of tech hires to be women; 34% of managers to be women; and 10% of hires to be minorities.

### How Entelo Fits into the Recruiting Team's Existing Processes

The Entelo solution complements what recruiters are already using. Opower's talent team uses the Entelo extension in order to quickly obtain rich candidate information right in their browser.

"Being able to see a snapshot of someone, complete with their social media profiles, is a big feature that we love," says Heather Cassano, Technical Talent Acquisition Partner. "I also like that we don't have to manually enter a candidate's information into our ATS once we get a response from them. When you're searching candidates, it lets you know if a person is already in Greenhouse. It's much easier to open up the conversation with someone we know is interested in Opower."

### Getting Responses From Hard-to-Find Talent

"We still use LinkedIn Recruiter as more of a name generator for us, but I get way more responses using Entelo," says Cassano, who is responsible for hiring technical talent. "My hit rate on LinkedIn is slim-to-none, so I don't send any InMails to engineers that way. Entelo lets you reach out to people more personally instead of sending out mass LinkedIn messages."

In addition, she sees more responses when she uses Entelo's More Likely to Move™ feature to zero in on candidates who are most receptive to a job change.

### The Future for Opower's Talent Team

Opower has plans to use the Entelo platform to its full extent, with ideas on how to best use the productivity tools such as email tracking and daily email alerts on candidates hand-picked by Entelo's team of researchers. The Opower talent team itself will grow to keep up with the company, expanding to 15 full-time staff by the end of the year.

It's welcome news for Mitchell, who explained that, "Entelo took care of our needs when we were really in a crunch and didn't have enough recruiters to keep up with demand. The biggest win for us is that Entelo is so user-friendly and upped our email response rates at a time when we were so desperate." She and her team plan to invest even more time with Entelo as they continue to scale.

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### Heather Cassano

Technical Talent Acquisition Partner | Opower

The world's leading companies use Entelo



Entelo is a recruiting automation solution that helps organizations identify, qualify, and engage with talent. To learn more, visit us at [www.entelo.com](http://www.entelo.com).