

SUCCESS STORY

Reaching Peak Talent

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



About the Customer



With over 4000 scenic acres for skiing, hiking, and biking, Sun Peaks Resort and Sun Peaks Grand Hotel have become top vacation destinations, 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.

The Challenge

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 their departments as well as to deliver a first-class experience for candidates and new hires.

"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



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

"Everything was manual for us before ClearCo. 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



“ClearCo 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



The Solution

Sun Peaks turned to ClearCo’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 ClearCo’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

“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

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 ClearCo, Sun Peaks significantly decreased the time-to-hire from their old manual process. And with help from ClearCo’s award-winning customer service teams, they’re finding even more efficiencies. Sun Peaks has also experienced great success using ClearCo’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.

This ongoing outreach has reduced their candidate drop-off from the summer to fall hiring period by about half. Their improved candidate engagement is critical to finding and keeping employees who are passionate about the outdoors, create amazing guest experiences, and make positive contributions to their community.



The ClearCo Difference:

“ClearCo’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

Chief Customer Officer, ClearCo





ClearCo

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