iCIMS | PENN ENTERTAINMENT | Orange Tree®

Background

Penn National Gaming owns and operates gaming and racing facilities with a focus on slot machine entertainment. With 26 facilities across the U.S. and Canada, Penn National Gaming has become a profitable and respected leader in the gaming and racing industries. Penn National Gaming is a valued partner in its communities and a role model for ethical business standards.

Penn National Gaming had a pre-existing Applicant Tracking System (ATS) and background checking process that didn't meet their growing needs. Their previous system couldn't handle the large volume of applicants coming from multiple locations and suffered from a bad data feed with a background service provider. Each location had its own workflow and process and the system hindered hiring efforts rather than providing efficiency. For Penn National Gaming, the ability to handle a high volume of applications and screen them quickly was vital to operations.

Challenges

▶ Existing ATS was unable to scale with their business and recruiting demands
▶ High volume of applicants at many locations, with different workflows at each
▶ Could not obtain background screenings quickly

Solution

After making the switch from their previous provider, Penn National Gaming partnered with iCIMS and immediately felt assured that their concerns were understood. The iCIMS Talent Platform was implemented with the ability to configure each location to their specific workflow, increasing efficiency across the entire organization. Ultimately, users found the system easy-to-use and intuitive, and found the customer service to be a clear differentiator amongst competitors.

Additionally, Penn National Gaming decided to further strengthen their talent acquisition lifecycle by partnering with Orange Tree, a trusted background screening service provider. Penn National Gaming chose Orange Tree for their proven ability to work with iCIMS in sending data quickly and accurately through the Talent Platform system.

How Orange Tree Helped

▶ Configured iCIMS Talent Platform for each location
▶ Delivered customer service that's second-to-none in the industry
▶ Enabled Penn Gaming to handle large volumes of applicants
▶ Easily transfer data between iCIMS and Orange Tree thanks to seamless integration

Results

Since implementing both iCIMS and Orange Tree, Penn National Gaming has been able to:

▶ Receive, handle, and screen high volumes of applications
▶ Save time and create ease for all locations and departments
▶ Move forward in opening and operating a new location, where the company plans to hire 5,000 new employees

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> iCIMS seamlessly passes data to Orange Tree, expediting the background check process for recruiters at each of our locations. It's made our lives much easier.
>
> *- Former Vice President, Talent Acquisition*
> *Penn National Gaming*

Orange Tree provides technology-enabled background screening, drug testing, and occupational health services that are fast, easy to use, and can be tailored to the unique needs of each employer. Orange Tree streamlines hiring decisions, integrates with HCM and ATS platforms, and empowers employers in Healthcare, Manufacturing, Hospitality, Retail, Staffing, and other major industries to quickly fill open positions while delivering an engaging candidate experience.

Learn more at *orangetreescreening.com*.