



Success Stories



**PENN NATIONAL
GAMING, INC.**

“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.”

*Eric Gilson, Corporate Talent Acquisition Manager
Penn National Gaming*

Orange Tree

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

The Challenge

Penn National Gaming had a pre-existing Applicant Tracking System (ATS) and background checking process that didn’t meet their growing needs. According to Eric Gilson, Corporate Talent Acquisition Manager, their previous system couldn’t handle the large volume of applicants coming from multiple locations, and also suffered from a bad data feed with a background service provider. Each location had its own workflow and process and the system wound up hindering their 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.

The 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. “Response time was huge,” Eric said. “If we had an issue or problem, we felt assured that iCIMS would work to provide a solution for us immediately.” Additionally, Penn National Gaming decided to further strengthen their talent acquisition lifecycle by partnering with Orange Tree, a background screening service provider. Penn chose Orange Tree for their proven ability to work with iCIMS in sending data quickly and accurately through the Talent Platform system.

The Results

Since implementing both iCIMS and Orange Tree, Penn National Gaming has been able to receive, handle, and screen high volumes of applications, saving time and creating ease for all locations and departments. Furthermore, Penn National Gaming is now equipped to move forward in opening and operating a new location, where the company plans to hire 5,000 new employees. “Before, this would have been a painful experience. Now, we know it’s going to be a smooth transition,” said Eric. “Screening every single applicant will be easy thanks to iCIMS and Orange Tree’s proven seamless integration. Our lives are so much easier, and we have iCIMS and Orange Tree to thank.”

Employees

15,600 employees across U.S. & Canada

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

Key Benefits

- Able to configure the iCIMS Talent Platform specifically for each location
- Receive customer service that’s second-to-none in the industry
- Able to handle large volumes of applicants
- Seamless integration with Orange Tree allows for the transferring of data between two systems.

About Orange Tree:

Founded in 1990, Orange Tree Employment Screening provides best-in-class employment screening, background screening and drug testing services. Orange Tree specializes in providing proper risk management, information integration, efficiency analysis, and security tools to make informed decisions.