

Industrial automation

Est 2006

Employees

29,000

US Headquarters

Austin, TX

Early talent hires per year

200



NXP leans on Handshake's Advocates to develop and nurture meaningful relationships with candidates


48%

of virtual event attendees identify as Black and/or Latine


166%

year-over-year increase in students viewing NXP USA on Handshake


3x

increase in candidates engaged through a personalized message year over year

NXP Semiconductors is a world leader in secure connectivity solutions for embedded applications. Today, NXP relies on Handshake's Advocates to facilitate authentic candidate experiences at scale.

Challenges

With limited time and resources, NXP struggled to source qualified candidates from a range of schools and backgrounds. To reach their goals faster, NXP decided to take a more proactive approach by getting recent, early talent hires involved in the hiring process.

1. Increase team efficiency and effectiveness

With just three staff members dedicated to early talent recruiting in the United States, NXP needed to reevaluate how and when to involve other teams in the hiring process to save time and improve productivity.

2. Meaningfully improve representation

To engage more students from underrepresented backgrounds, NXP needed to prioritize diversity, equity, and inclusion in their recruiting efforts, especially during their initial candidate outreach.

3. Build a robust talent pipeline

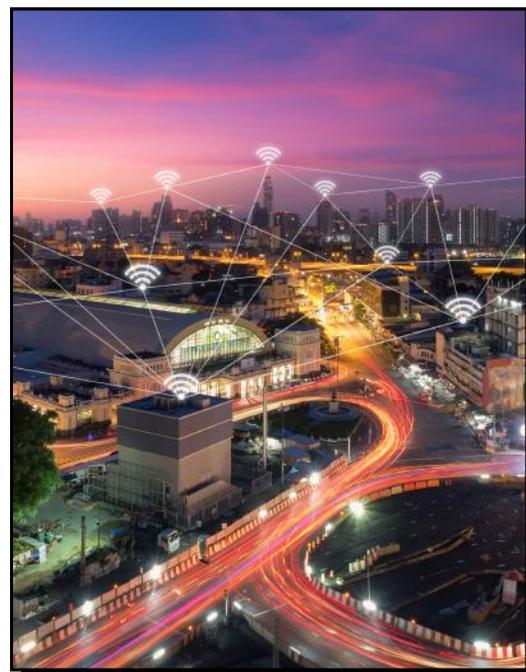
To improve candidate quality, NXP needed to engage with top talent early and often. Though they once relied solely on in-person career fairs and events, they wanted to find new and creative ways to reach students in an authentic way.



Before the pandemic, alumni and hiring managers would go to career fairs with us, but there was never ongoing communication with candidates afterward. With Advocates, we're **providing our candidates a more curated experience**; we're giving them a leg up by introducing them to employees that are already in the role and can speak to the day-to-day of that position.

Kimberly Hall

Talent Acquisition and
Global Process Specialist



Solutions

Through Handshake's Advocates, NXP makes recruiting a team sport by connecting candidates with recent, early talent hires in the same role. Advocates is a Handshake Premium user role that lets employers virtually introduce candidates to like-minded peers across their organization.

Saving time by getting others involved

With 90% of jobs for early talent dedicated to engineering, NXP leverages Advocates to answer technical questions and provide transparency into each role. The NXP recruiting team leans on their Advocates to give insight into their Field Applications Engineer program, which requires a unique combination of technical expertise and sales knowledge.

Increasing workforce representation

To foster a more inclusive, less intimidating candidate experience, NXP uses Advocates to connect candidates from underrepresented backgrounds to alumni in similar roles. Last year, 20% of Advocate interactions were with women.

Personalizing outreach to improve candidate quality

With Advocates, NXP has shifted to a more personalized, proactive candidate experience. By creating a peer-to-peer space to discuss Gen Z's experience, NXP has seen a noticeable increase in candidate quality, lending to a more manageable pool of applicants. Today, NXP has 16 active Advocates associated with their early talent positions in Austin, Texas and Chandler, Arizona.

Additional results

219 students applied within a week of interacting with an Advocate

9% response rate from students reached via a message, leading to more qualified conversations

16 active Advocates associated with all Texas and Arizona positions



We don't struggle to get volunteers to serve as Advocates on Handshake; **the tool is just so intuitive and easy to learn and use.** It also makes our recent hires feel more involved in the process. After all, they just went through it and can personally speak to the candidate experience

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Conclusion

As they look ahead to a post-pandemic, hybrid recruiting landscape, NXP will continue to use Advocates to develop and maintain meaningful relationships with candidates.

Reach out to learn how to build a proactive recruiting strategy.

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