



CASE STUDY #2003

Telecommunications - Talent Mobility



We're excited about Fuel50. It is truly a gift we gave to our team members. I am so glad that our leaders had the foresight to approve it!



DIRECTOR OF GLOBAL TRAINING AND
ORGANIZATION DEVELOPMENT





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1,700

EMPLOYEES

Telecommunications

INDUSTRY

Global

REGION

Talent Mobility

SOLUTION

2020

JOINED FUEL50

This organization is a leading independent owner and operator of wireless communications infrastructure, including towers, buildings, rooftops, distributed antenna systems and small cells. With more than 30 years of experience and expertise, they have participated in the creation of the shared infrastructure model for carriers that helped facilitate the expansion of the mobile industry.

BUSINESS CHALLENGE

As the organization has experienced exponential growth, there have been some significant changes across all functions of the business. As a result, they needed to transform their HR practices and talent strategy to ensure that going forwards, the organization is not only a wonderful place to work, but a place where team members can truly grow their career.

The Director of Global Training and Organization Development recognized how important it is to support the growth and development of their people to help keep them engaged and motivated, and understood that providing career path visibility

was going to be key to achieving their goals of attracting talent, boosting retention, and increasing employee engagement across the organization.

What they needed was an engaging platform to help people map out their career journey and see future opportunities within the business, one that would put team members in control of their own career. They needed to enable leaders with visibility to skills, talents, work-style preferences, and more, to be able to truly understand their people's needs and values, see retention risks, and easily build talent pipelines to source the best talent for new roles.

They were looking for a modern talent marketplace solution that would be "a central piece" in their overall business strategy to build a culture of collaborative learning and development and drive employee engagement and retention.

"In addition to people enjoying the platform and benefiting individually and organizationally,.. [we were looking for Fuel50] to be a **central piece in our strategy to attract, retain and engage talent**. Those are the three focuses in HR, and Fuel50 helps us with all those things."

DIRECTOR OF GLOBAL TRAINING AND ORGANIZATION DEVELOPMENT

Learn more: www.fuel50.com

SOLUTION

The entire HR team worked together to focus first on career pathing and how to provide visibility to vacancies, projects, and career journeys for employees. That was when they reached out to Fuel50.

As with any business decision, they needed to compare Fuel50 with other talent platforms to ensure they chose the right solution. It quickly became clear that Fuel50 was going to be the best fit for them.

“[With Fuel50], I felt a **true partnership** with their sales team, and unending generosity.”

DIRECTOR OF GLOBAL TRAINING AND ORGANIZATION DEVELOPMENT

They soon realized that Fuel50 is much more than just a career pathing platform. Once the team dug deeper, they were impressed with the array of functionalities that were available within the AI-driven talent marketplace. From career assessments and goal setting to mentoring and gigs, they knew how powerful this platform could be in attracting new talent to the organization and engaging and retaining their people, no matter where they are within the employee lifecycle.

They are using Fuel50's Mentoring functionality to increase exposure, boost diversity and inclusion, and broaden employee perspectives. The team also implemented micro-mentoring initiatives to start building connection points across the enterprise. These agile, micro-bursts of development allow their people to have a taste of mentoring without committing to a traditional 6-12 month program, giving mentors and mentees the flexibility to make their own decision on what that relationship could look like.

HR TECH STACK

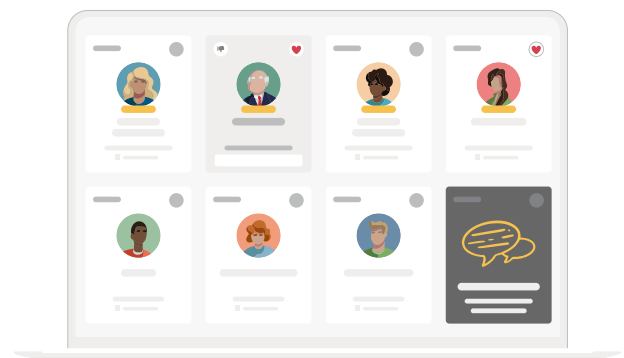
System of Engagement: **Fuel50**

System of Record: **Ultimate; Ulti Pro**

“We say everyone is a mentor because everyone has something to teach. And everyone can be a mentee because we all have something to learn. So, **let's create this collaborative learning environment.**”

DIRECTOR OF GLOBAL TRAINING AND ORGANIZATION DEVELOPMENT

As a result, they are now able to start building talent pipelines and ensure their people are given relevant opportunities to progress their careers. Ultimately, the goal is to ensure team members can see their future within the company and feel a sense of belonging, while also future-proofing the organization.



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The technology is beautiful. It achieves what it sets out to achieve, which is what we wanted. But it's really the people at Fuel50. Throughout the whole implementation process, I can just remember all the individuals who helped confirm that we made the right decision. People will make this successful and it's a pleasure working with everyone at Fuel50. //

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RESULTS



With Fuel50, the organization has created robust and diverse talent pipelines and made significant progress in succession planning across the business. They have unlocked talent visibility and lines of communication between team members and leaders, enabling more meaningful conversations about career journeys, goals, and mobility preferences.

The response from their people has been overwhelmingly positive. Team members are enjoying the chance to learn more about their values, motivations, and work styles through career assessments, and are now able to expand their network and meet new people through mentorships.

They have already started seeing the benefits of Fuel50. Not only has it contributed to increased team member satisfaction and retention rates, but it is also mitigating their #2 reason for employees leaving, which is a lack of career opportunities. The HR department is now ready, armed, and able to focus on employee engagement and growth.

Together with Fuel50, they will continue to build strong mentorships. The goal is to increase the number of mentorships and facilitate skills

validation through future implementation of feedback, projects, and gigs, ultimately creating meaningful mentor alignment and empowering managers to be better advocates for their teams.

Through the future-focused work of their HR team, they have successfully transformed their HR practices to be better at attracting, retaining, and engaging talent. They are now equipped with the right talent marketplace to build a culture that fosters learning and growth, and makes the organization a place where people can visualize their future and truly own their career.

“It has been a great journey. And I really want to thank the Fuel50 team. It was one of the most challenging experiences of my career, but also one of the **most rewarding because I know that this work is impacting individuals**, and what’s more rewarding than that?”

DIRECTOR OF GLOBAL TRAINING AND ORGANIZATION DEVELOPMENT

Fuel50 is the AI Talent Marketplace solution that delivers internal talent mobility and workforce reskilling.

With hyper-personalized AI and a deeply embedded commitment to diversity and inclusion, Fuel50 activates your talent. Fuel50's ethical AI matches your people to opportunities in real-time, automatically maps your workforce architecture, and provides deep data insights for predictive talent and workforce planning.

Over 80 organizations around the globe saw immediate impact since deploying Fuel50, with up to 65% increase in lateral movement, 35% increase in internal recruitment, and 60% reduction in employee churn.

Fuel50 powers the workforce of the future.

Learn more: www.fuel50.com

