

Talemetry Mobile Talent Acquisition Solutions Let Candidates Apply Seamlessly With Latest Tech

Talemetry

Best Advance in Mobile Talent Acquisition Technology

February 2019



Company Background



Company-at-a-Glance	Talemetry was founded with one purpose. To get more of the right people in the right jobs at the right time. Talemetry is committed to simplifying recruitment marketing results for the world’s largest recruiting organizations and for the professionals who use its technologies every day.
Headquarters	Richmond, British Columbia, Canada
Year Founded	2000
Revenue	Decline to state (privately held).
Employees	120
Global Scale	North America and the United Kingdom.
Customers/Output, etc.	Approximately 140 enterprise platform clients; key industry verticals include healthcare, finance, technology, retail and hospitality.
Industry	Computer software
Website	https://talemetry.com/

Value Proposition

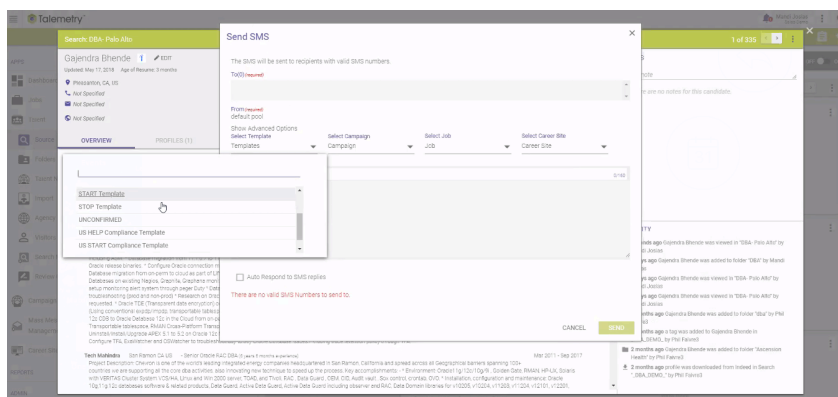
Meeting Candidates Where They Are

Just as B2C organizations have shifted modern marketing approaches to mobile technologies, recruitment marketing must also adopt the same strategy. Candidates today rely heavily on their mobile devices, with the average person checking his or her phone 80 times per day according to a 2017 study by Asurion. Recruiting organizations must be able to attract, engage and convert candidates on their mobile devices and optimize recruitment processes for mobile to create a streamlined, modern candidate experience.

Talemetry Mobile Talent Acquisition Solutions addresses this need by enabling candidates to quickly find relevant information, easily engage with recruitment marketing content and express interest and seamlessly apply for open positions through social and mobile optimized technologies, including:

- **Talemetry Talent TXT** — With its latest 2018.1 product release, Talemetry now offers one-on-one, two-way or mass SMS texting solutions that allow recruiters to send and receive text messages with candidates. This new product functionality provides instant communication with candidates, improves candidate engagement and increases candidate response rates by reaching candidates directly on their mobile devices. Talemetry's approach to SMS/text is to provide it natively wherever it fits across the recruitment marketing spectrum for mobile candidate communication. This means capturing consent across applications is congruent with candidate relationship management activity through proactive outreach and through the communication channel itself.

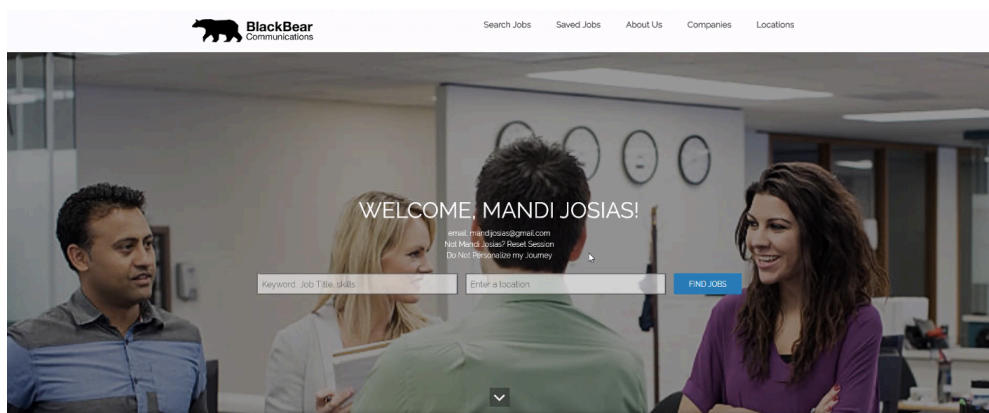
Figure 1: Mass SMS Texting Solution



Source: Talemetry

- **Talemetry Career Sites** — Talemetry provides unlimited, personalized, mobile and social optimized career sites that deliver interactive candidate experiences and increase candidate conversion. Organizations can showcase their employer brand with relevant content. With a complete content management solution and integrated job search functionality, candidates are delivered personalized and relevant content and job listings. Talent acquisition teams can easily make updates and career site content changes without IT support. Job content is optimized for search engines (SEO) to ensure increased traffic. These sites are customizable, with specific pages and content for career families or specific candidate groups such as students, veterans or professionals.

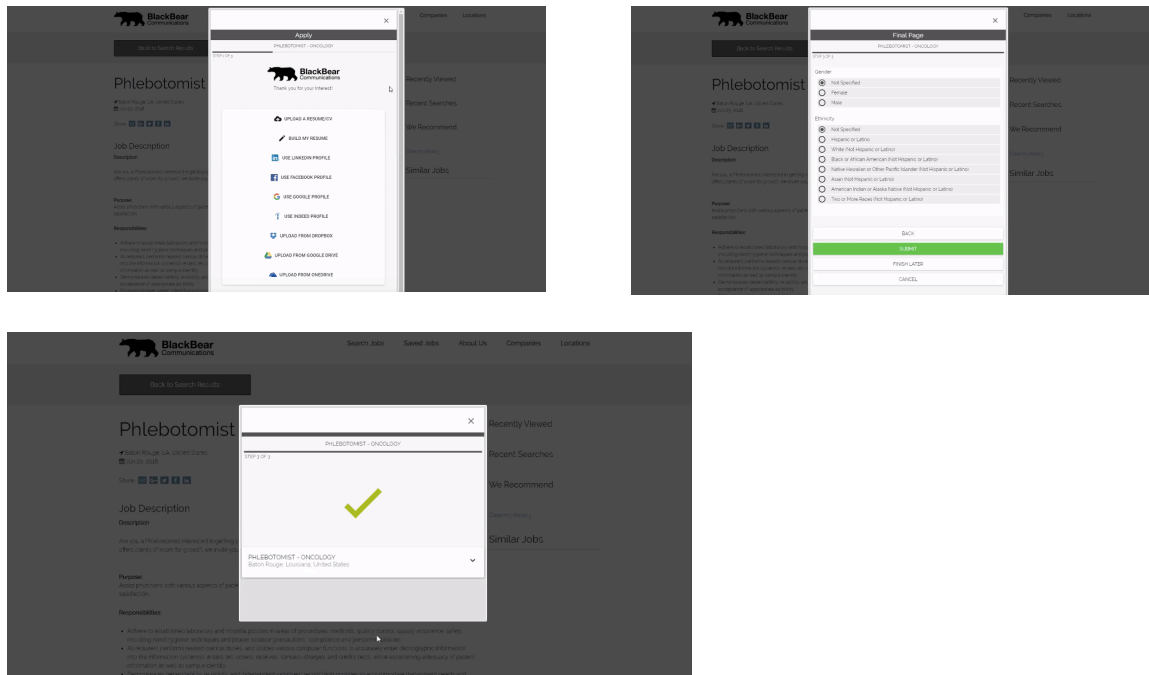
Figure 2: Career Sites



Source: Talemetry

- **Talemetry Apply** — Talemetry Apply is a mobile-optimized application solution that makes it easy for organizations to encourage candidate application through mobile devices without requiring candidates to have a username and password. It also serves as an alternative to the ATS online application process. Talemetry Apply maintains employer branding in contrast to other solutions where candidates are sent to the ATS apply form with separate branding. All candidate information via Talemetry Apply is imported directly into the client's ATS. Candidates can leave an application when interrupted and return to it at their convenience on the device they were using so that applicant drop-off is mitigated. Talemetry Apply makes it easy for candidates to apply using their social and cloud-based profiles and resumes, streamlining the application process, reducing data entry and impressing candidates with a modern user experience. Talemetry Apply also lets recruiting organizations define custom application workflows, including Quick Apply options to provide integrated social and mobile-enabled online applications with full analytics showing conversion rates and applicant drop off at each stage of the process.

Figure 3: Talemetry Apply Client Example



Source: Talemetry

CDW Successfully Leverages Talemetry's Talent Acquisition Solutions

CDW leveraged mobile talent acquisition solutions from Talemetry and achieved 83% application conversion rates with the industry-leading Talemetry recruitment marketing platform.

CDW is a leading multi-brand technology solutions provider to business, government, education and healthcare organizations in the United States, Canada and the United Kingdom. A Fortune 500 company with multinational capabilities, CDW was founded in 1984 and employs more than 8,700 coworkers with net sales of approximately \$15 billion. CDW fingerprints can be found on technology in workplaces and workspaces of more than 250,000 organizations, from fresh-faced startups to international conglomerates. CDW's teams comprise account managers, solution architects and technology engineers who work together to tailor solutions for their roster of customers. CDW coworkers across the globe work together to bring technology to life for their customers. CDW's competitive landscape is complex with more than 50 direct competitors. This means not only competition for customers but also for coworker talent.

As stated in CDW's 2017 10k, "If we lose any of our key personnel, or are unable to attract and retain the talent required for our business, our business could be disrupted and our



financial performance could suffer. Our success is heavily dependent upon our ability to attract, develop, engage and retain key personnel to manage and grow our business, including our executive, management, sales, services and technical coworkers.” CDW prides itself on being an attractive workplace, having garnered awards as one of Forbes 2017 America’s Best Employers, ComputerWorld’s 100 Best Places to Work in IT and Glassdoor’s Best Places to Work and Interview.

Talent Acquisition Environment and Challenges

Prior to 2017, CDW was using a different recruitment marketing provider to serve as its candidate engagement platform. Recognizing that its technology footprint needed to match the sophistication of its recruitment marketing practices, CDW needed a recruitment marketing platform that was simple, results-driven and would deeply integrate with its Oracle Taleo ATS. “We wanted to ensure we provided a great candidate experience and an integrated approach that would ensure visibility into the end result and allow us to predict outcomes,” says **Andy Mott**, manager for TA operations and technology.

CDW had ambitious goals when it embarked on its implementation of Talemetry’s Recruitment Marketing platform, including:

- Improve source and activity tracking and analytics.
- Modernize the candidate experience with a simplified, optimized mobile application.
- Build deeper proprietary talent pools.
- Better utilize and leverage Taleo data for recruitment marketing and remarketing.
- Support events and targeted recruitment marketing more efficiently.
- Simplify and automate job distribution.
- Open and track new channels to market for jobs.
- Reduce time-to-fill.
- Improve quality of candidates.
- Simplify the technical platform.

With a developing recruitment marketing strategy in place and ambitious growth objectives that required strategic talent acquisition plans to support its growth, the internal talent acquisition team knew that it must evolve its recruitment function in competing for highly skilled and sought-after talent by leveraging the latest mobile talent acquisition technologies, building a stronger candidate experience, engaging passive job seekers and, most importantly, converting candidates at each stage of the candidate journey. The talent acquisition team knew that supporting the evolution of its sourcing



practices demanded better technology that would allow it to capture conversion at each step along the way — and time was of the essence.

With aggressive hiring plans, CDW sought to implement the entire Talemetry Platform, including mobile talent acquisition solutions like Talemetry Career Sites and Talemetry Apply Workflow in a very short timeframe. The organization partnered with Talemetry to be up and running on the new recruitment marketing platform in just 12 weeks. The project also was accompanied by a complete overhaul of the career site and desired rollout of several key candidate experience improvements, including faceted search, job notifications, multiple talent networks, apply workflow, direct integration with Taleo including EEO, UDFs and screenings and analytics to measure activity and results. Additionally, because CDW had acute high-volume recruiting needs, particularly for the entry-level sales position of account representative, it needed to ensure it could offer a mobile apply process that was critical in reaching and converting younger candidates where they spend a majority of their time — on their mobile phones. A study by Experian supported this necessity, finding that 77% of Millennials spend more than two hours per day on their smartphones.

Proven Results

Since adopting Talemetry Mobile Talent Acquisition Solutions as part of its strategic move to the Talemetry Recruitment Marketing Platform, CDW has realized tremendous impact on its recruiting performance. By tracking conversion at each step of the recruiting process and reaching candidates where they are, the company has expanded its reach and has improved in targeting and converting candidates. On its new mobile-optimized career site, both active and passive candidates have the flexibility to directly apply for a current job, sign up for job alerts or join a talent network. If the time is right to apply, candidates can easily do so on their mobile phones through Talemetry Apply. By simplifying this process and making it easier for applicants through its adoption of the Talemetry Recruitment Marketing Platform, the organization has been able to increase application conversion rates to over 83% — far outperforming the industry average of typically 20 to 30%. The company also saw results from its new mobile-optimized career site, increasing the average time spent on its career site to nearly six minutes per visitor, doubling the typical average of three minutes. The new career site attracted new audiences, with over 86% of visitors brand new to the organization within the first few months. As CDW is continually evolving and demonstrating best practices with its recruitment marketing strategies, it will continue to attract the best talent and deliver optimized mobile experiences for candidates.

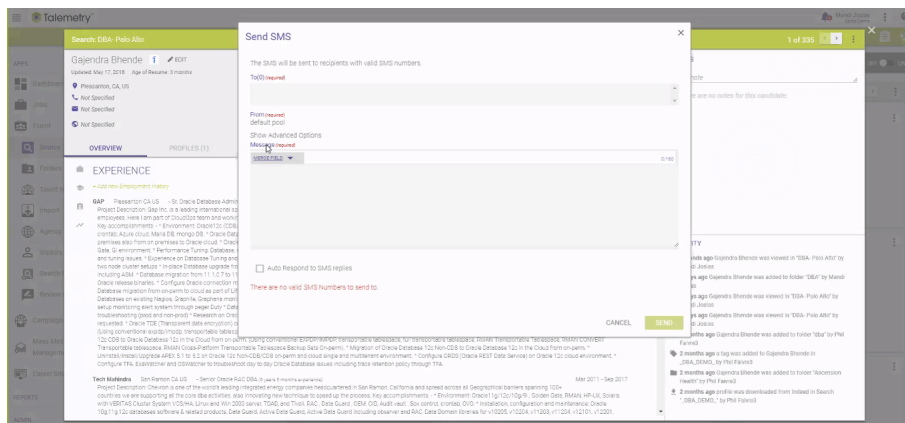
Product or Program Innovation

The breakthrough of Talemetry Mobile Talent Acquisition Solutions is in its ease of use, integration capabilities and streamlined functionality to make the recruitment process more efficient.

Ease of Use

Talemetry Mobile Talent Acquisition Solutions offer an easy, intuitive way for recruiters and candidates to interact through mobile devices. Talemetry Career Sites provide targeted mobile- and social-friendly content to showcase an organization's employer brand and to engage and convert with talent individually on their mobile technology. Talemetry Talent TXT offers the latest candidate engagement SMS technology that easily allows organizations to send and receive text messages with candidates from the Talemetry platform.

Figure 4: Talemetry Talent TXT



Source: Talemetry

Ease of SMS Functionality within Talemetry Recruitment Marketing Platform

Talemetry Apply simplifies the application process for candidates and delivers application conversion results immediately to organizations. Working with existing recruitment technology, this mobile solution allows recruiting organizations to easily and automatically extract resume and profile data in their applicant tracking systems and to define custom application workflows with full analytics to improve conversion and streamline the candidate experience.

Integration Capabilities

Talemetry Mobile Talent Acquisition Solutions are integrated on a single platform to provide full-cycle recruitment marketing and deep integration with enterprise applicant



tracking systems. Additionally, Talemetry offers industry partnerships with Google and Indeed. Organizations can now easily access Google machine learning through Cloud Talent Solution on Talemetry career sites, further integrating mobile technologies into the recruitment process. The new integration between Talemetry Apply and Indeed Apply also allows organizations to improve the candidate experience and increase candidate conversions by streamlining the mobile application process and making it very simple for candidates to apply.

Streamlined Functionality

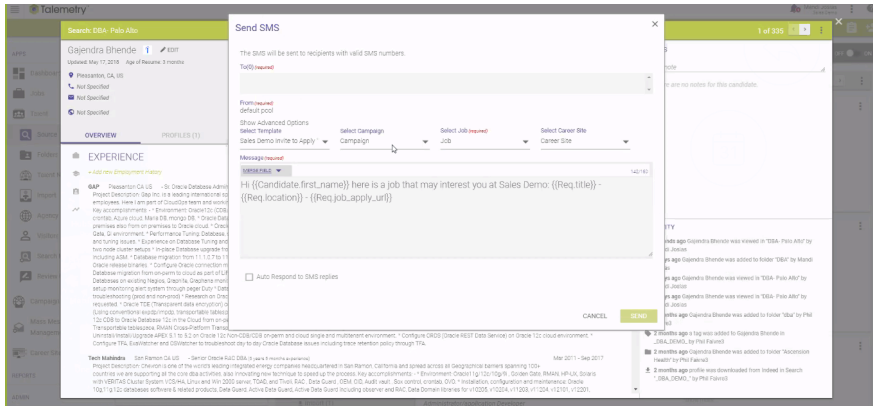
The Mobile Talent Acquisition Solutions offered by Talemetry leverage streamlined functionality and capabilities specifically for enterprise organizations. This enables large-scale mobile recruiting at scale and offers a centralized talent database to empower local execution. The individual functionalities delivered by Talemetry Career Sites, Talemetry Talent TXT and Talemetry Apply also provide candidates to easily engage with recruiters and express their interest, find personalized and relevant information more quickly and increase conversions from mobile. Finally, with robust, real-time recruiting analytics across product functionality, Talemetry enables organizations to track the effectiveness of their mobile recruiting efforts so they can measure, refine and drive mobile recruiting effectiveness.

Unique Differentiators

Optimizing for Mobile Interactions

Talemetry Mobile Talent Acquisition Solutions, as part of the integrated enterprise recruitment marketing platform from Talemetry, bring together mobile recruitment processes into a single platform to deliver ultra-personalized experiences based on existing interactions with candidates. This allows recruiters to engage with candidates where they are and deliver relevant job content through direct candidate outreach. It also allows candidates to experience a frictionless process on their mobile device throughout the entire candidate journey.

Figure 5: Talemetry Talent TXT Integration



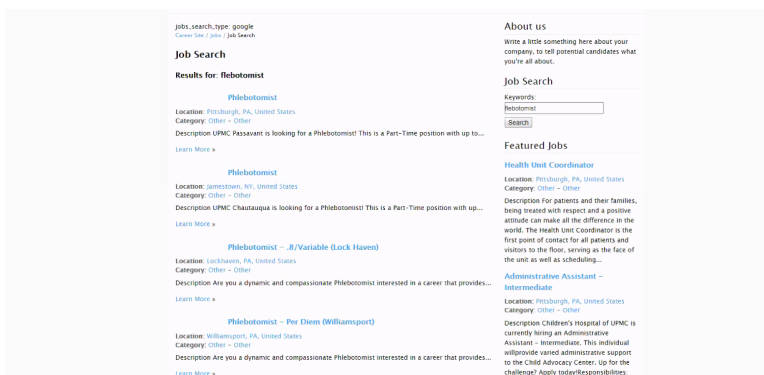
Source: Talemetry

Talemetry Talent TXT (SMS/text) integrated natively within the Talemetry Recruitment Marketing Platform.

Focus on Candidate Conversion

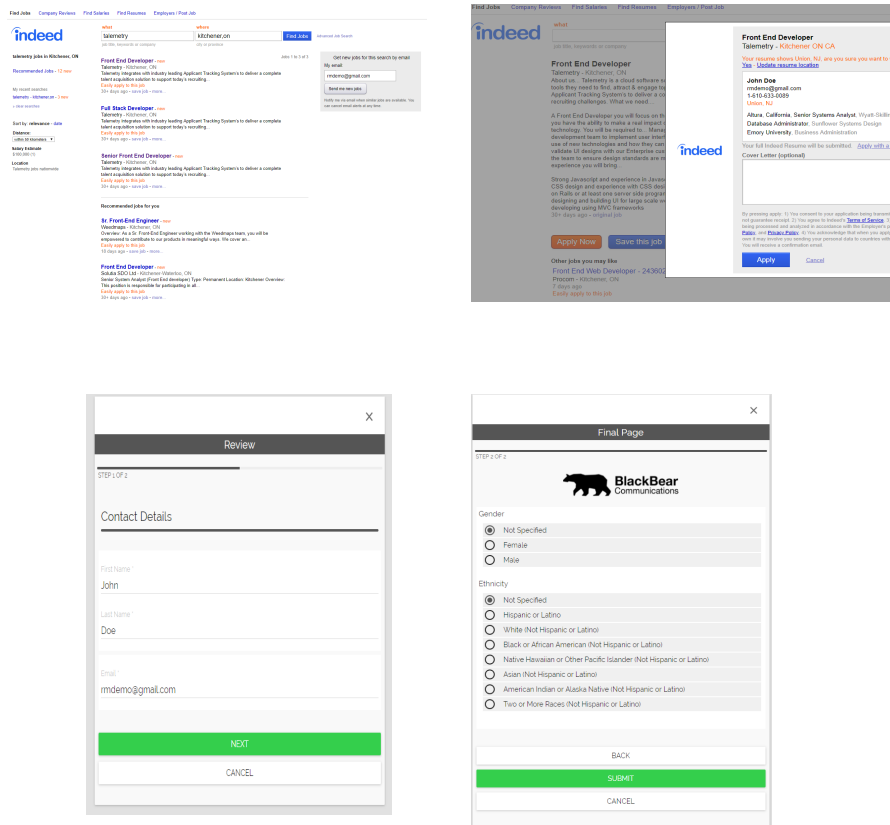
By leveraging mobile talent acquisition technologies, organizations can focus on converting candidates in each stage of the recruiting process on their mobile devices. Because candidate expectations now mirror consumer-grade experiences, Talemetry Mobile Talent Acquisition Solutions allow organizations to change how they interact with candidates, including SMS/text and advance their recruitment marketing strategies for mobile optimized interactions. Knowing how each candidate interacts with optimized job content on their mobile devices, recruiting organizations can create highly personalized candidate experiences and then take action on that knowledge for converting candidates at the individual level. Industry integrations with Google Cloud Talent Solution and Indeed Apply further optimize the mobile experience for candidates and increase individual conversion and overall application conversion rates.

Figure 6: Integration to Google Cloud Talent Solution on Talemetry Career Sites



Source: Talemetry

Figure 7: Talemetry Apply Integration to Indeed Apply

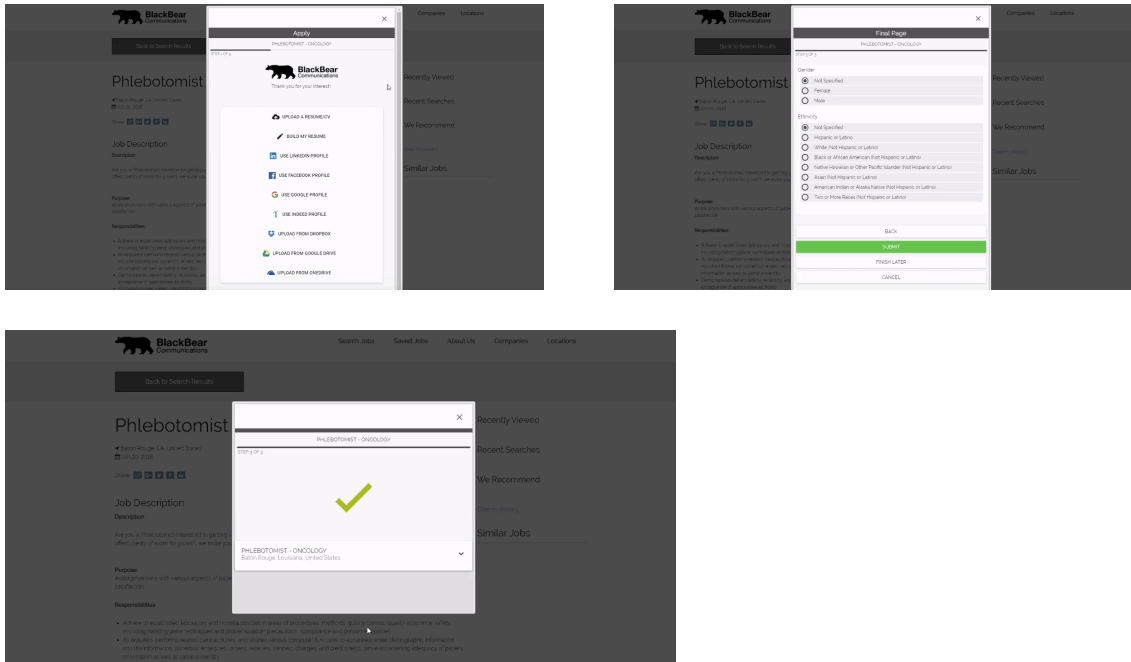


Source: Talemetry

Social and Cloud-Based Profiles and Resumes

With Talemetry Mobile Talent Acquisition Solutions, candidates also can easily upload their resumes from social media profiles such as LinkedIn or cloud-based systems such as Google Drive. This streamlines the application process by enabling candidates to avoid re-entering information already in their resume or on their social profiles from the convenience of their mobile devices. It also allows candidates to complete their application from their mobile device without having to upload from a laptop or desktop computer.

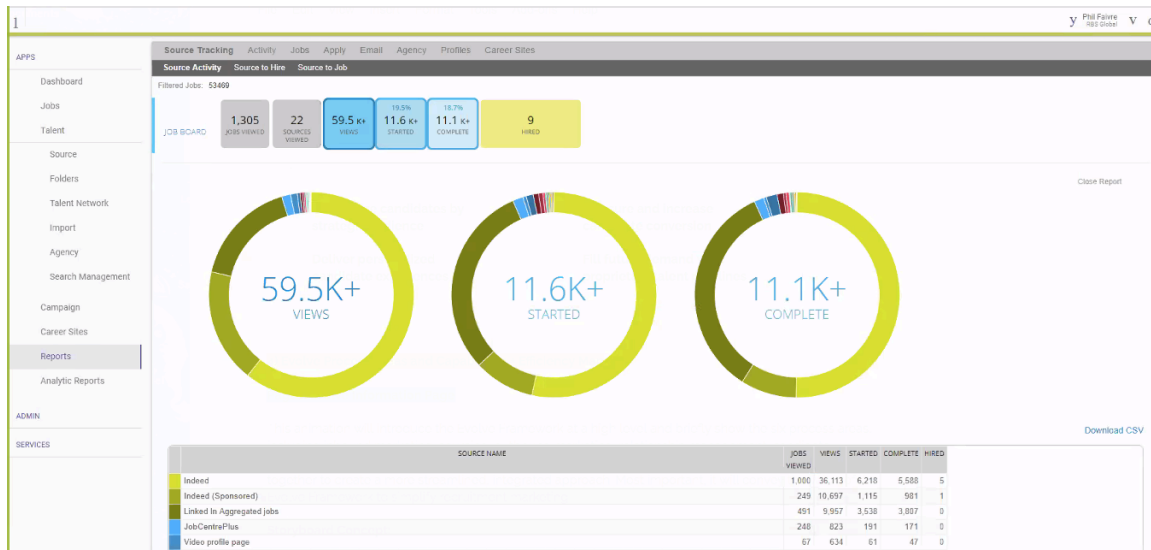
Figure 8: Applying by Mobile Phone with Social or Cloud-Based Resumes and Profiles



Source: Talemetry

In addition to these differentiators, Talemetry Mobile Talent Acquisition Solutions also include multi-language support, automated attraction and sourcing capabilities, streamlined inbound candidate attraction, federated search and immediate external results, demonstrable customer results across verticals, leading-edge recruitment marketing methodology, in-house subject matter experts to facilitate, guide and support, and source-to-hire analytics to identify where improvements and refinement to the mobile talent acquisition can be made now and in the future.

Figure 9: Source Tracking within the Talemetry Recruitment Marketing Platform



Source: Talemetry

Measurable Result

Leveraging Talemetry Mobile Talent Acquisition Solutions, enterprise organizations have seen the following results:

- CDW, a Fortune 500 technology solutions company, saw application conversion rates of over 83%, far surpassing the typical 20% to 30% industry conversion rate by including mobile talent acquisition technologies as part of its recruitment strategy. The organization also improved the average time spent on its new career site to nearly six minutes per visitor and saw 86% of career site visitors brand new to the organization within just a few months of launching its new candidate-centric career site.
- A leading US retailer delivered targeted campaigns for its seasonal hiring initiatives that included mobile technologies such as texting and email as part of its overall candidate engagement strategies. The retail company received 31,000 applications from direct communications and had more than 75,000 applications overall from multiple integrated campaigns, including mobile technologies, increasing its historical application rate by more than three-fold. These candidate-focused campaigns supported the retailer's national hiring event where the company made more than 18,000 jobs offers in one day, with only a 1% fail rate on background checks.



- UPMC, a global nonprofit health organization, received more than 1,800 applicants within one month and had one million visits to its new mobile optimized career site within six months of implementation. The health-care organization also reached a 54% open rate and 18% click rates on its targeted email campaigns in a difficult healthcare talent market. UPMC now regularly processes more than 3,000 hires per year with 27,000 jobs posted and 750,000 candidates managed seamlessly.

About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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