



## Talemetry's Technology Makes Recruiting Proactive

Talemetry  
Best Advance in Sourcing Technology  
February 2017



### Company Background



Company At-a-Glance	
Headquarters	#200-13799 Commerce Parkway Richmond, BC, Canada
Year Founded	2000
Revenue	Private
Employees	100
Global Scale	Worldwide
Customers/Output, etc.	Approx. 470
Industry	Computer Software
Stock Symbol	NA
Website	<a href="http://talemetry.com">http://talemetry.com</a>

### Value Proposition

The Source & CRM module of the Talemetry Recruitment Marketing Platform combines an organization's internal sources of talent (past applicants, employees, previous employees, employee referrals) with the external sources of talent (resume databases, open web, job boards, etc.) into one easily searchable talent pool that includes tools to engage and convert candidates into applicants.

This platform supports organizations in being more proactive in their recruiting efforts by centralizing their talent allowing them to:

- Share talent pool among recruiters and sources.
- Get real-time, tightly integrated access to more than 200 million candidate profiles through external sources.

- Use one easy search to access both the owned, internal candidate data and the not owned, external data.
- Create pipelines of candidates for key job categories and provide conversion data by pipeline to support more predictable future hiring capability.
- Let Talemetry automatically find candidates 24/7, and attach them to jobs in the background based on job requirements.
- Maximize internal talent sources by integrating with the applicant tracking system to pinpoint past applicants by experience, qualifications, hiring stage and more.
- Monitor subscriptions to maximize external talent sources to ensure that all credits are used and not forfeited.
- Decrease reliance on external job boards and paid candidate databases by growing a company's own proprietary talent pool.
- Run mass email campaigns to talent pool to fill vacancies or keep candidates warm for future positions.

### Client Story 1

University of Pittsburgh Medical Center (UPMC) has used Talemetry Source & CRM Module to centralize its talent pools across several locations/brands in support of its initiative to become more proactive in recruiting efforts. As a leading healthcare provider, availability of specialized talent is one of the most important business issues the organization faces. Talemetry's Source & CRM allowed them to transition from a decentralized, largely attraction-based recruiting effort to a centralized, proactive effort where all recruiters use the same tool to share a growing proprietary database of talent to fill jobs.

They have run several sourcing email campaigns to hundreds of thousands of candidates from both internal and external candidate lists to fill specialized and high volume positions.

*"We were tremendously impressed with the Talemetry platform and their service team. This was an ambitious project and Talemetry turned out to be the perfect partner."*

– Matt Rimer, Sr. Director, Talent Acquisition Operations

Talemetry's Auto-Search feature, including its outbound auto-email campaigning, has helped overcome one of the biggest issues companies face when trying to become more proactive in their recruiting efforts: cultural change. Recruiting and sourcing are often two different competencies and becoming more proactive often lies outside recruiters'

skillsets. Talemetry's Auto-Search has been used to run regular searches, so recruiters don't have to spend their time finding and reaching out to candidates. Talemetry's automatic searching capability runs in the background and delivers candidates to recruiters for vetting on a regular basis. It even sends automatic emails to candidates found within Talemetry's CRM to invite them to apply for a position without any recruiter involvement.

### Client Story 2

A large storage hardware manufacturer used Talemetry Source & CRM module to automatically review their internal and external talent pools to help ensure they have a complete universe of candidates for highly specialized positions. In some cases, they believe they have profile data for every person in the world capable of doing certain engineering jobs. Furthermore, they have maximized the value of their third-party resume database services by using Talemetry to ensure they download the maximum number of profiles available with each subscription, avoiding unused/wasted credits they would experience prior to Talemetry.

### Product or Program Innovation

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Talemetry's innovation involves several different areas:

- **Hands-free Automation.** Talemetry's Source & CRM modules can automatically launch and execute sourcing campaigns based on job type.
- **External Talent Pool Integration.** Talemetry has developed seamless integrations with job boards, resume databases, the open web and other external sources of talent. Talemetry has comprehensive access to integrated resume/profile databases. It is also able to manage paid relationships with other contractors so that automated sourcing can navigate contracts and credits with paid sources of talent. Clients can set searches to allow recruiters to decide which profiles to pull into their CRM, or it can be set to maximize credits and pull down profiles based on open inventory.
- **Internal Systems Integration.** Talemetry integrates with leading applicant tracking system providers, allowing it to sync jobs in 15-minute intervals. This ability provides near real-time syncing of requisitions, reflecting its status. The same holds true for candidate data so recruiters can see CRM candidates convert to applicants in the ATS as they act on email campaigns and click through to apply for jobs.

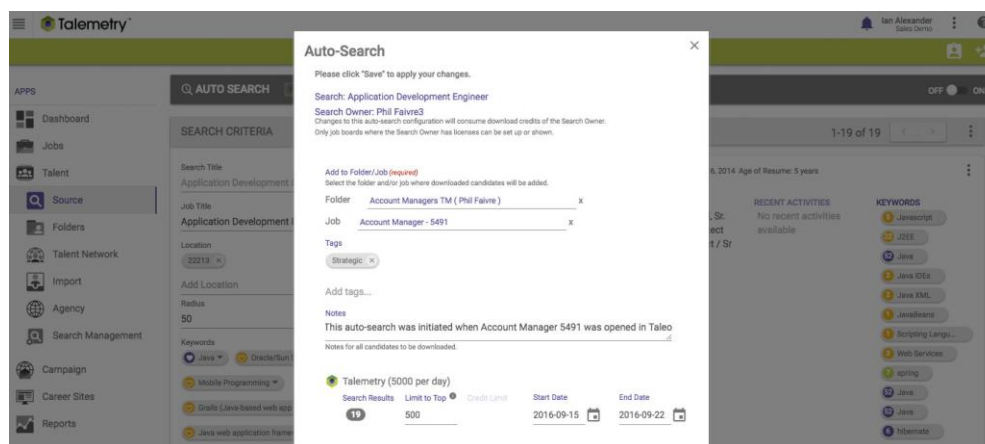
- **Shared Talent Pool.** Every time a candidate profile is added to the ATS by being pulled from an external source or uploaded to Talemetry, it is instantly made available to all recruiters (this can be limited by permissions if desired) and added to the appropriate talent pipeline, auto-search or email campaign. This ability reduces wasted money and effort spent on acquiring candidates who previously remained siloed from the rest of the organization and supports growing a proprietary talent pool that can be maximized across locations, brands, departments, etc.

## Unique Differentiators

Talemetry's differentiation overlaps its innovations, not surprising as innovative capabilities would not be innovative if everyone had them!

- **Automation and Centralization.** Talemetry goes beyond single-user tools and enables centralization of key tasks, programs and strategies. For example, while other systems may offer some level of automated candidate searching, Talemetry has the ability to tie searches to job families so that the act of opening requisitions in the ATS triggers an automatic search, an automatic pipeline of search results against the open job and automatic emails to sourced candidates to invite them to apply. Recruiters and sources are forced to do this work in other systems.

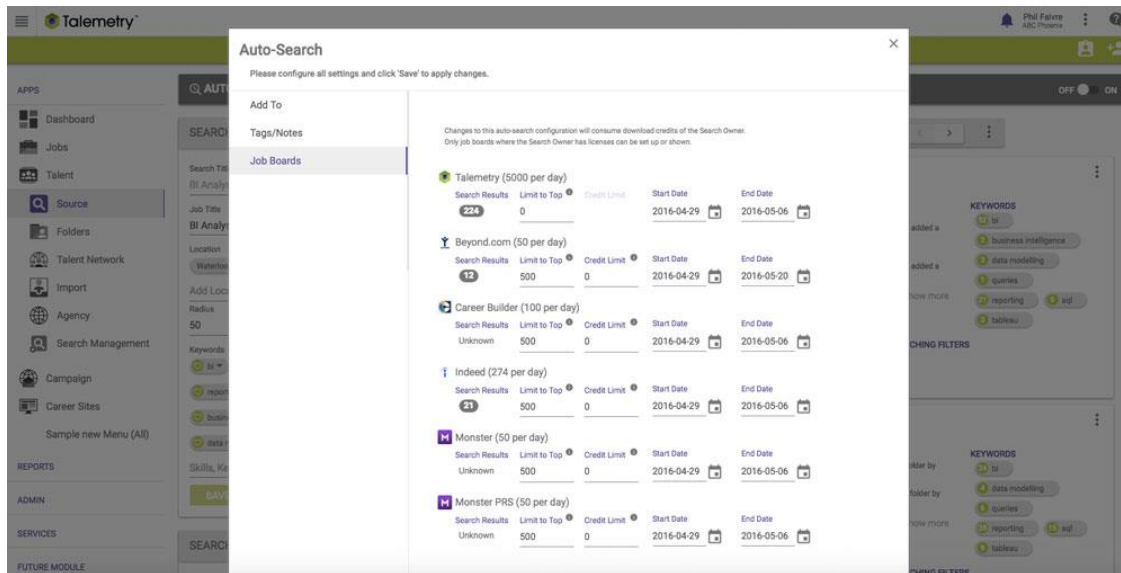
Figure 1: Auto-Search Automation and Centralization



Source: Talemetry 2017

Talemetry Auto-Search configures to pipeline results against an ATS job and a general folder/pipeline for Account Managers.

Figure 2: Automatic Results Pulled from External Resume Databases

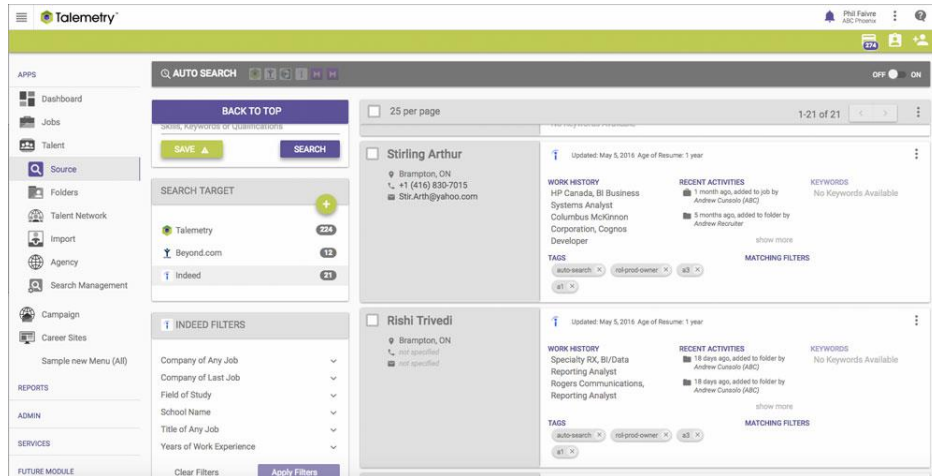


Source: Talemetry 2017

Talemetry Auto-Search also is configured to automatically pull results from external resume databases based on contract rules.

- **Internal and External Integration.** The key enabling capability of Talemetry is its comprehensive integration with external talent sources, not only providing real-time search but also supporting in a seamless way the contract requirements of each vendor and the different search options of each vendor. Other systems may have integrated access to some external vendors, but they don't have the breadth, depth or real-time sync with those vendors. As for internal integration, Talemetry has the ability to provide deep integration with partner applicant tracking systems, allowing companies to sync jobs and reflect job status, including "hired" in near real time.

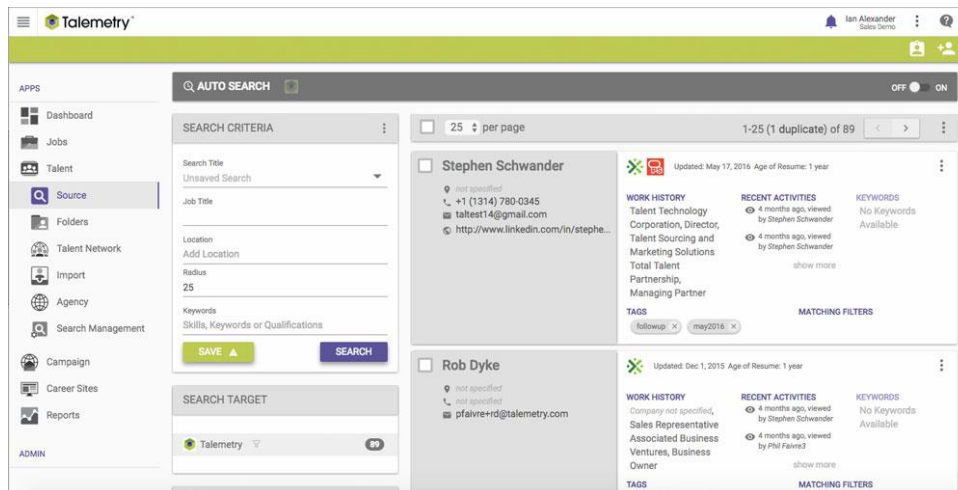
Figure 3: Search Results from Internal Talent Pool Search Targets



Source: Talemetry 2017

Talemetry search results showing internal (Talemetry) talent pool “search targets” alongside real-time results from Beyond and Indeed in the left column. Note that Talemetry allows filtering results by the exact filters offered by each vendor. In this case, Indeed is selected, showing all Indeed results and presenting Indeed’s unique filters for further refining the search.

Figure 4: Search Results from Internal ATS Applicants

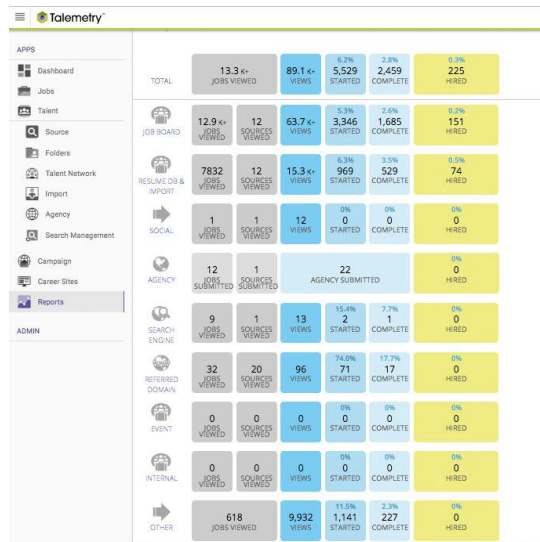


Source: Talemetry 2017

Talemetry search showing results from internal ATS applicants. The red logo indicates applicants from PeopleSoft and the green logo indicates Taleo in this case. These records are synced every 15 minutes.

- Analytics.** Talemetry’s integration with the ATS allows it to reflect source to hire, program to hire, and recruiter to hire analytics across all sourcing activities in near real-time. Some systems can periodically import hires from the ATS via service-supported exports and imports to complete the source-to-hire equation, but this process is typically manual and event driven.

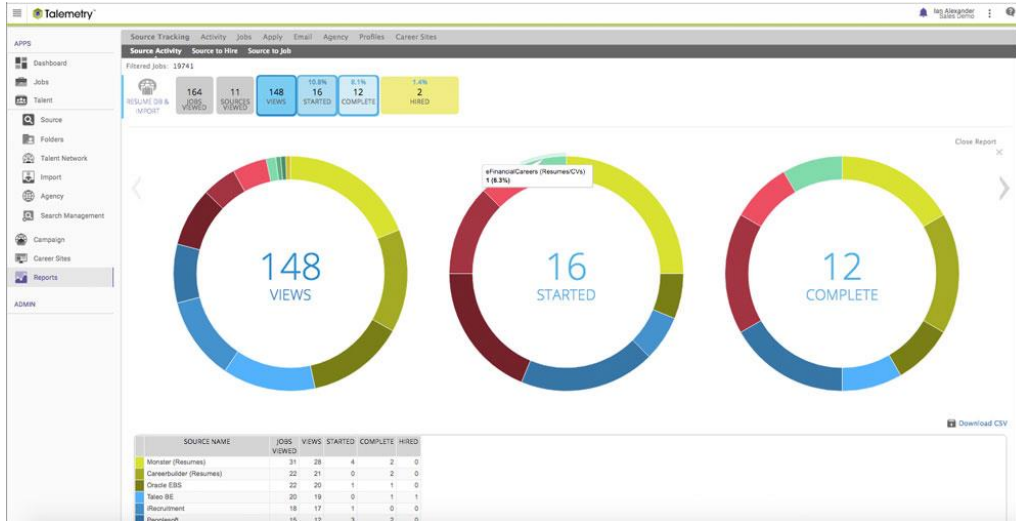
Figure 5: Analytics with All Sources and Results



Source: Talemetry 2017

Talemetry analytics screen with all sources and results shown side by side, allowing for full optimization of candidate acquisition source, including source to hire data pulled from the ATS.

**Figure 6: Analytics Showing Activities and Results from Talent Pool Sourcing**



Source: Talemetry 2017

Talemetry analytics' list results by talent pool and member source with integrated hiring data.

**Figure 7: Source Name Table**

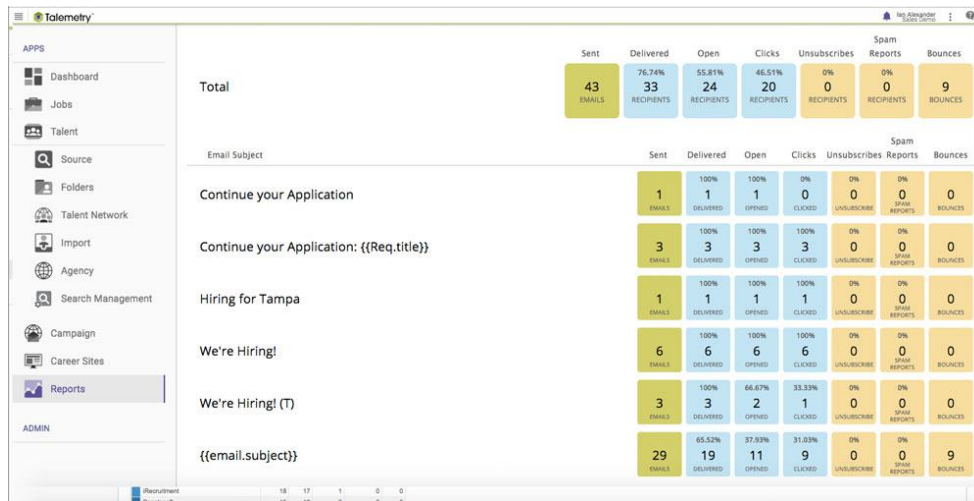
SOURCE NAME	JOBS VIEWED	VIEWS	STARTED	COMPLETE	HIRED
Monster (Resumes)	31	28	4	2	0
Careerbuilder (Resumes)	22	21	0	2	0
Oracle EBS	22	20	1	1	0
Taleo BE	20	19	0	1	1
iRecruitment	18	17	1	0	0
Peoplesoft	15	12	3	2	0
Taleo EE	16	12	3	0	1
Beyond (Resumes)	10	7	2	2	0
Talent Network	9	7	1	1	0
eFinancialCareers (Resumes/CVs)	3	2	1	1	0
HealthCareers (Resumes)	1	1	0	0	0
Total Jobs (CVs)	1	1	0	0	0
Workopolis (Resumes)	1	1	0	0	0

Source: Talemetry 2017



Talemetry analytics for email outreach effectiveness to sourcing a talent pool within Source & CRM module.

**Figure 8: Analytics for Email Outreach Effectiveness**



Source: Talemetry 2017

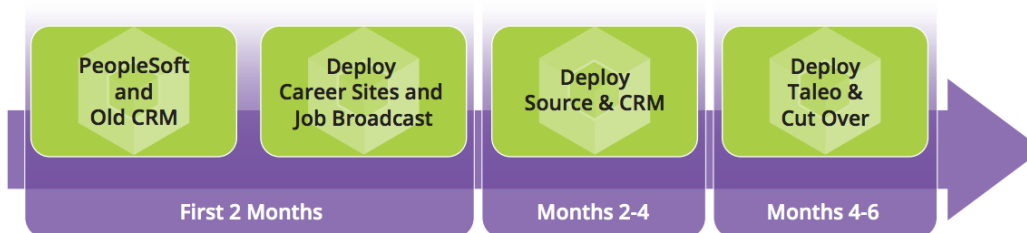
## Measurable Results

### Client 1

University of Pittsburgh Medical Center, the largest private employer in Pennsylvania with 60,000 employees in 20 locations, had decentralized recruiting and has moved to centralization.

UPMC used Talemetry to migrate from PeopleSoft to Taleo Enterprise Edition while adding a recruitment marketing platform to, among other things, centralize recruiting with a shared talent pool for pre-applicant sourcing. The organization implemented Talemetry and synced jobs and candidate data between the old Peoplesoft ATS and Talemetry. Then, the medical center used Talemetry Source & CRM to unify its recruiters on a single sourcing and CRM platform synced to the PeopleSoft ATS. UPMC then cut over to Taleo in phases, using the candidate and job sync between Talemetry and Taleo. By using Talemetry as an intermediary system, they were effectively able to source from both systems and integrate external sources with a single sourcing platform while transitioning to Taleo.

Figure 9: Program Chronology



Source: Talemetry 2017

## Results

All recruiters are now sharing and sourcing from a single talent pool, which includes past PeopleSoft applicants and Taleo applicants along with integrated third-party sourcing databases and candidates imported from recruiting activities at all locations.

The goal of migrating to the new ATS while centralizing the recruiting and sourcing function has been achieved.

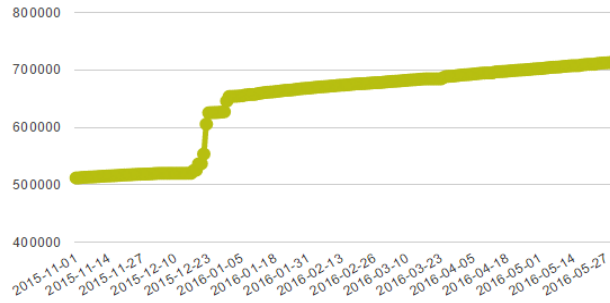
Early results:

- 720,000 profiles under management in Talemetry Source & CRM are growing at 30,000 a month.
- Recruiter engagement and activity has been highest on past applicants from their Taleo/PeopleSoft ATS.
- Email campaigns have been run against purchased lists with strong engagement using Talemetry Source & CRM.
- Email open rates are more than 40% and click rates more than 20% for all sourcing using Source & CRM.
- Initial sourcing email campaigns were run against the new unified talent pool using Talemetry resulted in 1,600 applicants for several hard-to-fill positions.

**Figure 10: Talemetry Source and CRM Talent Pool by Source**

Profile Source Report

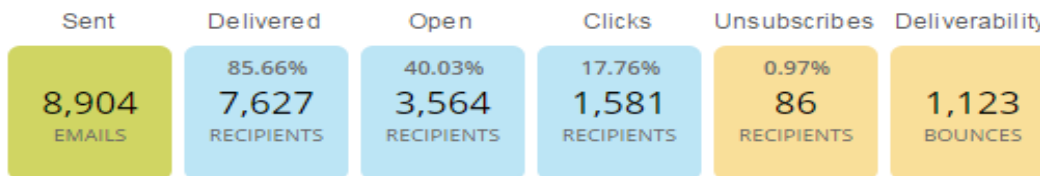
[Download CSV](#)



SOURCE NAME	GROUP	PROFILES	% OF TOTAL	CHANGE	% CHANGE
Total	Total	713,468	100%	201711▲	39.42%▲
Peoplesoft	ATS	518,532	72.68%	7701▲	1.51%▲
Talemetry	Talemetry	126,410	17.72%	125796▲	20487.95%▲
Taleo Enterprise ATS	ATS	65,202	9.14%	65202▲	100%▲
Talent Networks	Talent Network	2,359	0.33%	2047▲	656.09%▲
Monster Service	Job Board	324	0.05%	324▲	100%▲
Linkedin Openweb	Social	291	0.04%	291▲	100%▲
Indeed	Job Board	142	0.02%	142▲	100%▲
CareerBuilder	Job Board	137	0.02%	137▲	100%▲
Beyond	Job Board	68	0.01%	68▲	100%▲
Taleo Business Edition	ATS	2	0.0%	2▲	100%▲
Oracle	ATS	1	0.0%	1▲	100%▲

Source: Talemetry 2017

**Figure 11: Initial Mass Email Sourcing Campaign Results**



Source: Talemetry 2017

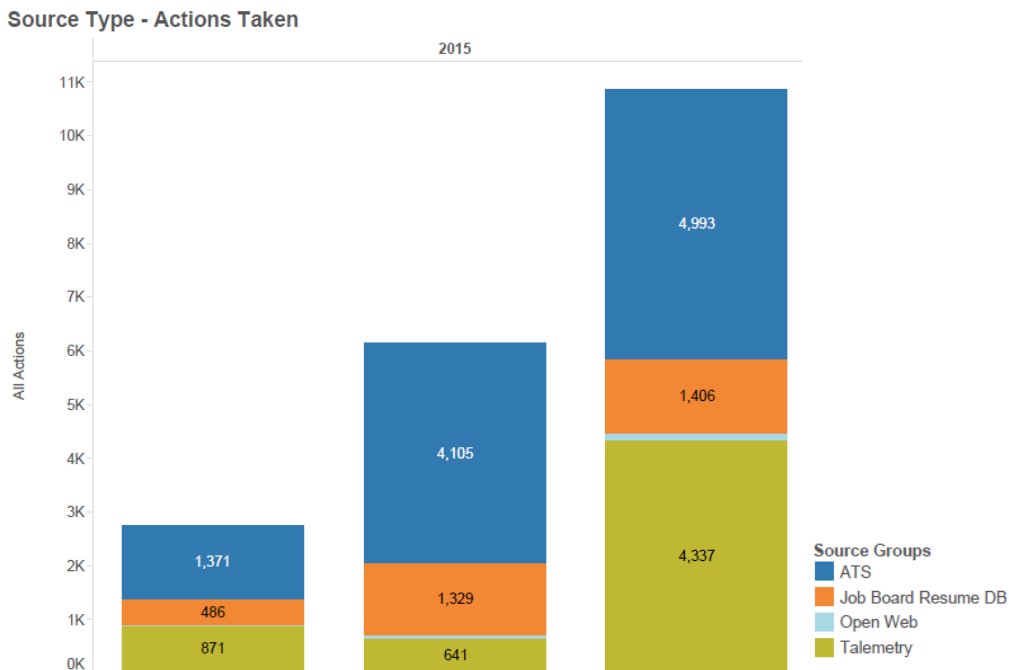
## Client 2

International Computer Storage Hardware Manufacturer has 50,000 employees worldwide and 80+ recruiters, hires for highly specialized research and design engineer positions and high volume manufacturing jobs. The company had been using the Taleo Applicant Tracking System when it implemented Source & CRM module.

## Results

- 86% growth in overall talent pool.
- Continued growth of 10%/month
- Increasing utilization of central talent pool for pipelining and sourcing by recruiters

**Figure 12: Source Type – Actions Taken**

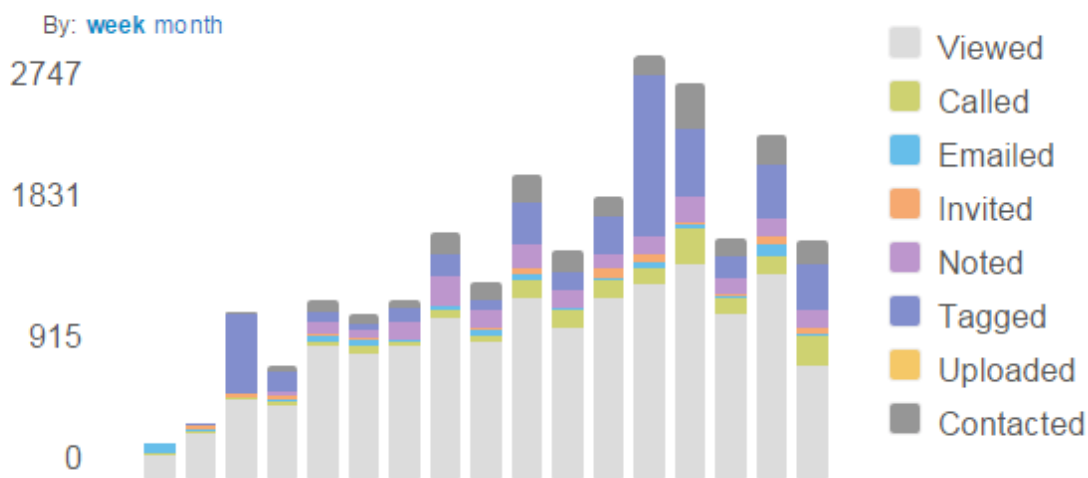


Source: Talemetry 2017



Figure 13: Company Activity

## Company Activity



Source: Talemetry 2017

## About Brandon Hall Group

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Brandon Hall Group is a 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 20 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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For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).