

Solution Provider Profile

SmashFly

January 2019

Company Background



Company At-a-Glance	
Name of Product/Modules Offered	SmashFly Recruitment Marketing Platform: SmashFly CRM; SmashFly Career Sites; SmashFly Emerson; SmashFly Events; SmashFly Analytics
Headquarters	Concord, Mass. And Belfast, Northern Ireland
Year Founded	2007
Number of Employees	100+
Market Focus	Enterprise and Mid-Market
Key Industry Verticals	Finance, Professional Services, Retail, Technology, Healthcare
Geographic Coverage	North American-based companies and EMEA
Top Customers	Sprint, Intel, Staples, CVS, Thomson Reuters, Nestle Purina, Cheesecake Factory, AARP, Charter, Cox, Fiserv, and GE
Solution Name	SmashFly Technologies
Current Version	SmashFly 18
Date Version was released	Oct. 4, 2018
Year product was originally launched	2007
Demo URL	https://www.youtube.com/watch?v=T6a6ReFMQUk
Website	https://www.SmashFly.com

Business/Product Overview

Powered by AI, SmashFly's platform combines CRM, career site, events and analytics solutions to create a smarter, seamless experience for talent – and your team.

The Smart CRM features intelligent scoring and sourcing algorithms that can stack-rank candidates, resurface talent, and find the best person for the job – even if they're not yet in your database. After filling your pipelines with Talent Network Forms, talent acquisition teams can use the SmashFly CRM to build relationships with candidates through targeted email and text (SMS) campaigns. From there, automated workflows allow teams to automate monotonous tasks (like follow-up emails for candidates who drop-off in the apply flow or SMS reminders for scheduled interview times) so your team can focus on the human side of things. SmashFly's award-winning analytics dashboards also allow teams to optimize their strategy, providing full visibility into which campaigns and recruiting channels are driving results that matter.

SmashFly Career Sites create personalized, brand-driven experiences that wow and win talent through deep personalization. The marketing-grade, drag-and-drop content management system lets anyone on your team edit your career site with ease – no web design experience required.

Emerson, SmashFly's AI recruiting assistant, is fully integrated with the Smart CRM to pre-screen and engage with candidates – then add them to specific pipelines or automatically schedule interviews for high-value candidates. Customers have saved hundreds of hours by letting Emerson handle interview scheduling, screening, and candidate Q&A, either on their career sites or via text (SMS).

Finally, SmashFly Events empowers customers to create seamless recruiting event experiences — from start to finish. With Events, customers can build landing pages and send email campaigns to drive interest and awareness of the company pre-event, easily and digitally capture leads onsite, and quickly manage follow-up post-event through automated workflows and drip campaigns.

For the last decade, talent acquisition revolved around the ATS — a system built to manage active applicants, organize the chaos of the hiring process, and ensure compliance. But for all the ATS's utility in those areas, it was never designed to address a bigger challenge: creating an opportunity to target, engage, and nurture the candidates you don't know — the passive talent who won't go out of their way to find and apply for jobs.

To fill that gap, many brands layered in other tools — something to automate job distribution and social media; a separate solution to host the career site; a standalone or homegrown CRM; technologies for recruiting events and referrals; an agency to help with employer branding.

The problem with this approach? While those tools may solve one problem or a short-term pain, they do little to address the bigger challenge: visibility across all aspects of your talent strategy so you can see where your candidate experience and talent pipelines are strong (and weak) and invest accordingly. Ultimately, when your technology isn't connected, your strategy isn't either. The result: broken candidate experiences, poor recruiter adoption, and non-existent data integrity.

Powered by AI and intelligent automation, SmashFly's platform combines CRM, career site, events, job distribution, and analytics solutions to create a smarter, seamless experience for talent – and your team.

SmashFly CRM

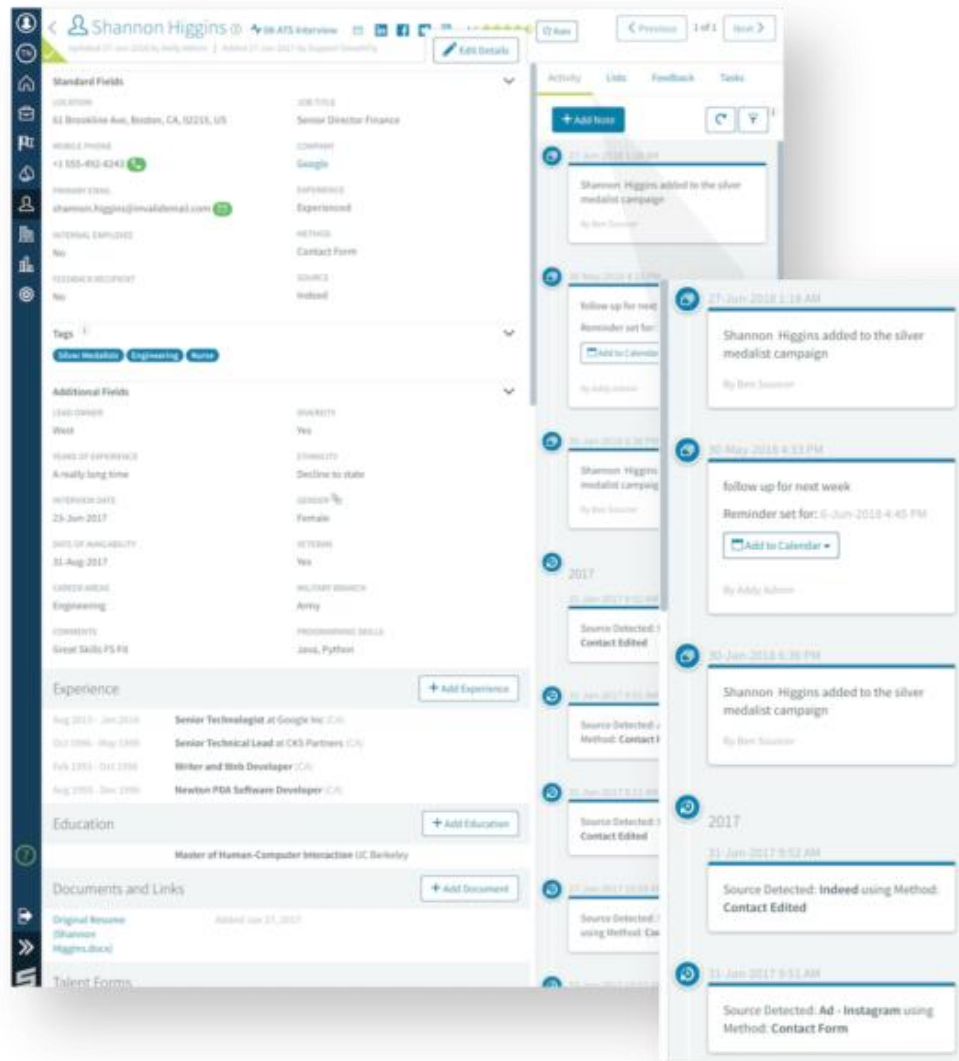
SmashFly's Smart CRM is driven by AI, delivering the critical intelligence you need to make sense of your candidate leads and build relationships with them over time. This includes the ability to:

Rediscover talent: Discover who in your database is most engaged with smart scoring and intelligent algorithms, enabling your team to start with quality and maximize conversion.

Automate pipeline building and candidate organization: Move faster and scale success by automatically segmenting candidates into talent pipelines for nurture and save searches across your team to quickly access a warm list of leads.

Streamline sourcing: Start targeted sourcing for every requisition from your own database of interested talent and silver medalists for less competition and quicker time to find.

Figure 1: Sourcing

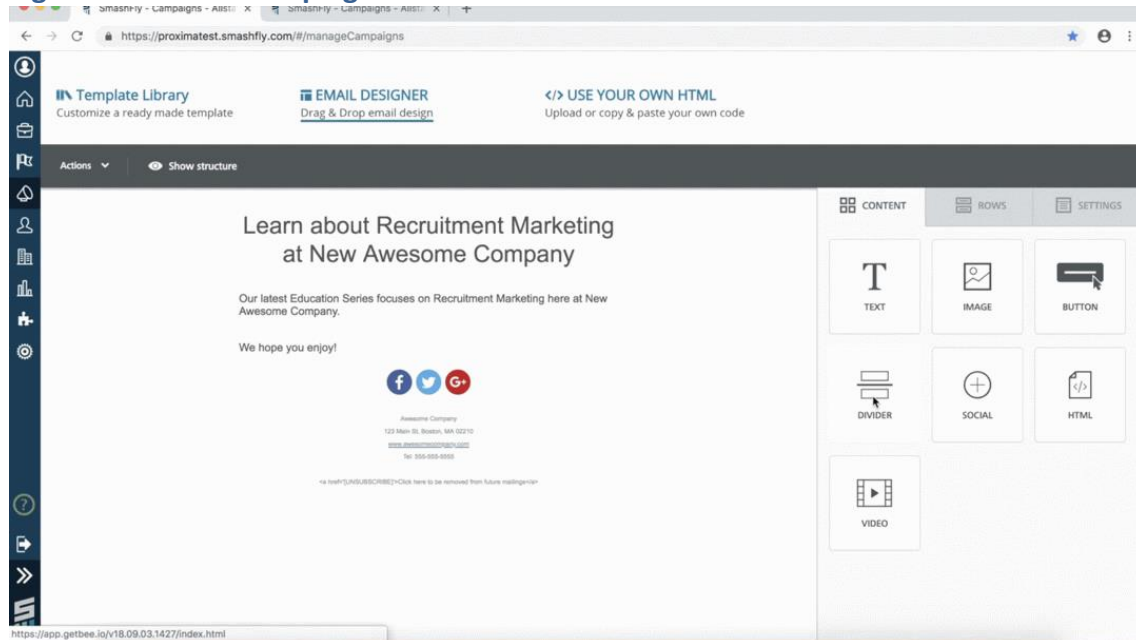


Source: SmashFly

Execute automated nurture campaigns: SmashFly's marketing-grade EMail Editor has a drag-and-drop template builder, smart-list segmentation based on candidate profile fields, and benchmark data to gauge performance over time.

Even better, SmashFly's intelligent automation can automatically trigger email campaigns based on candidate behavior and status to keep them engaged (or re-engage them when they go cold).

Figure 2: Nurture Campaigns



Source: SmashFly

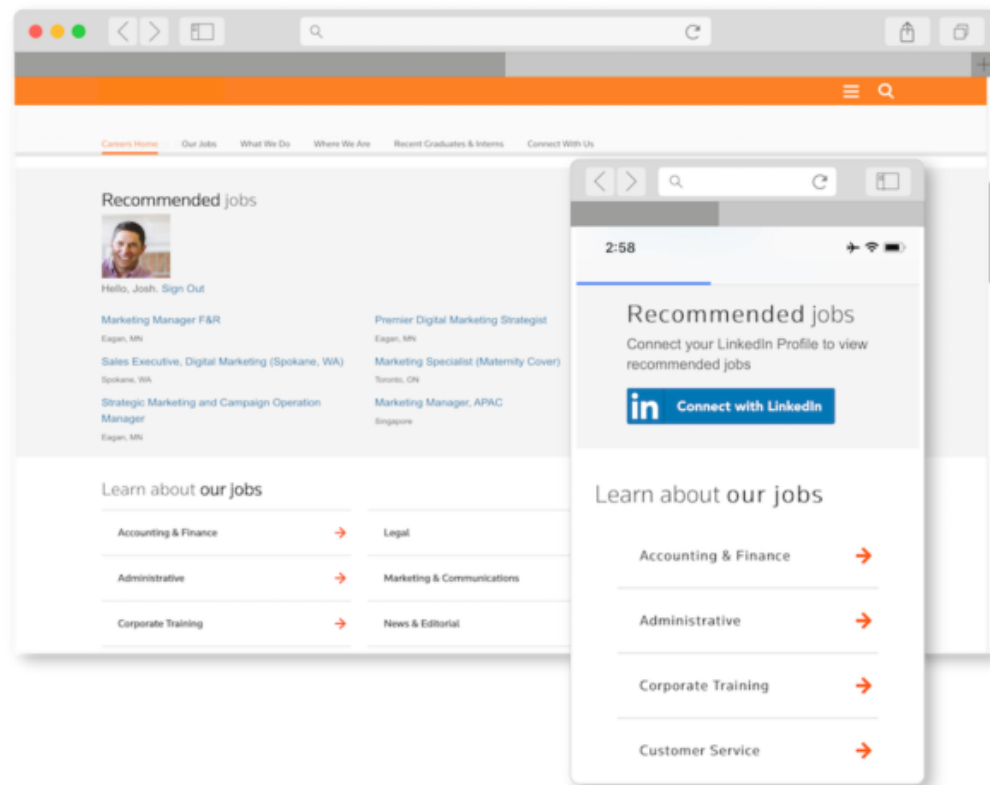
Target internal talent first: SmashFly's Smart CRM automatically marks a new hire as an employee in your database, making it easy to create pipelines of internal candidates that you can target first for new requisitions – fueling career growth for them and a faster hiring process for you.

SmashFly Career Sites

Few people start their career search on a career site. SmashFly's software creates brand-driven journeys that always lead back to your site – then tailors the site experience to wow and convert talent. SmashFly Career Sites includes a marketing-grade Content Management System that includes the ability to:

Tailor experiences to each candidate: Create a career site with unique paths for target talent personas – from content to landing pages to jobs – so each candidate feels like you built the experience for them. Plus, SmashFly's personalization widget combines LinkedIn and behavioral data to create a richer profile of a candidate's job interests for better job matching and conversion.

Figure 3: Career Site

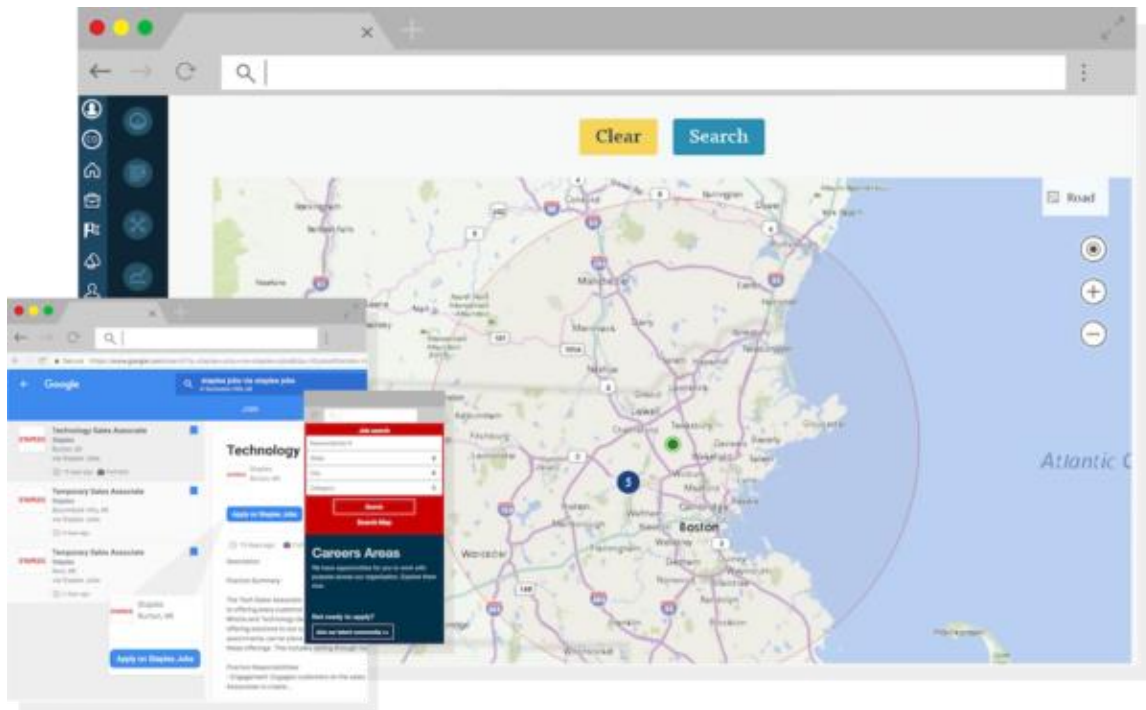


Source: SmashFly

Make changes in a snap — no coding skills required: You control your brand — SmashFly just helps fuel it. With SmashFly's marketing-grade, drag-and-drop content management system, it's easy for anyone on your team to create pages, edit content, add multi-lingual translation, and make updates in real-time — at no extra cost or external resources.

Simplify search: Google is essentially the first page of your career site. SmashFly career sites integrate with Google for Jobs to optimize every page for search — ensuring talent finds their way to you instead of third-party sites you can't control. SmashFly has also partnered with Google to bring its powerful AI-based search algorithm to career-site search — making it simpler than ever to deliver the most relevant jobs to each visitor. And if candidates want to search by zip code radius or commute time, our handy maps widget will help them find the jobs closest to them.

Figure 4: Maps Widget



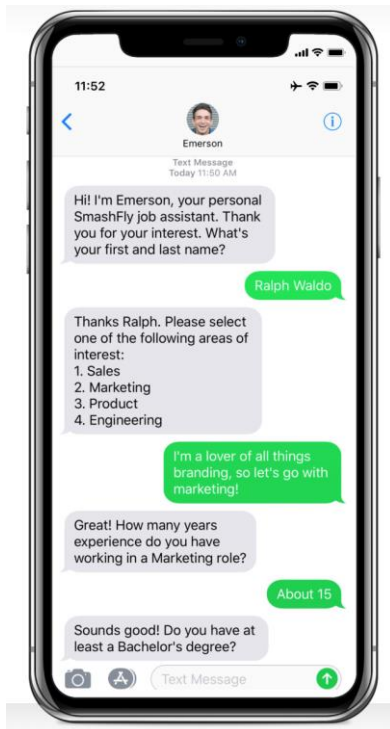
Source: SmashFly

SmashFly Emerson

Through assistive intelligence and intelligent automation, SmashFly Emerson — an AI recruiting assistant — augments your team and frees up their time so they can do what you hired them for: recruiting the people who will make your company amazing. Emerson can help your business through a conversational chat experience that can:

Interact with candidates: Emerson prompts talent to engage and ask questions in real-time, alerting your recruiters to any high-priority talent so they can jump into the conversation live.

Figure 5: Emerson, the Personal Job Assistant

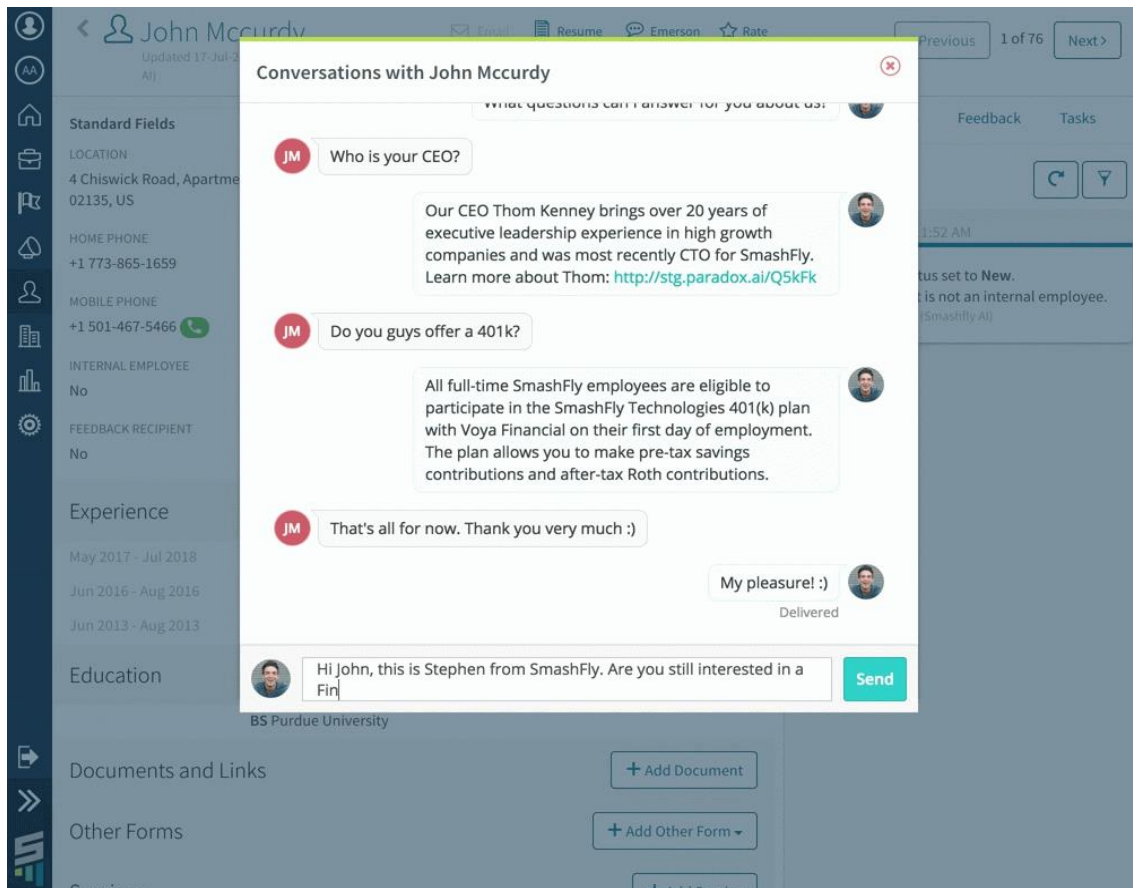


Learn and adapt over time: Emerson can learn over 2,000 data points about your company and brand, consistently getting smarter based on candidate questions and helping you learn more about what's top-of-mind for talent.

Capture candidate info: Emerson screens interested candidates before they apply, allowing recruiters to fast-track priority talent and funnel key info into our CRM for future outreach.

Schedule interviews & more: Emerson is part of your team, handling all pre-screen scheduling, including reminders and follow-ups, so your recruiters and hiring managers get hours back in their week.

Figure 6: Candidate Conversations



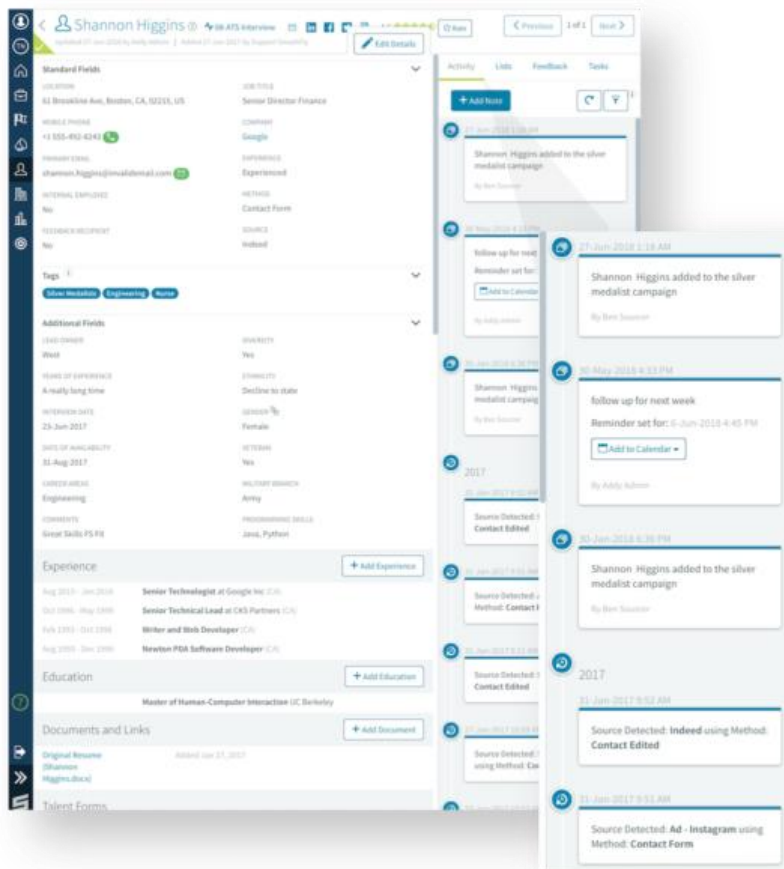
Source: SmashFly

SmashFly Events

Recruiting events can be a pivotal recruiting touchpoint that influences candidates for life. With SmashFly, you can deliver an experience that simplifies the jobs of on-site staff and leaves candidates wanting more. Features of SmashFly Events include:

Mobile capture and resume upload: The days of collecting stacks of resumes and manually processing them are over. With SmashFly's mobile-optimized talent network forms, your team can easily capture contact information on the spot and auto-import it into your CRM.

Figure 7: Capturing Candidate Information



Source: Smash Fly

Event staffing and resource tracking: By tracking all aspects of an event, Smash Fly makes it easy for recruiting teams to manage promotion, communication, logistics, staff, registrations, on-site responsibilities, and candidate follow-up in one place. This connected approach provides critical visibility and makes managing hundreds of events as seamless as managing one.

SmashFly Analytics

What if you could see what’s working – and what’s not – across every channel you use to recruit in one place? You can. With SmashFly’s analytics — which track every aspect of a candidate’s journey with your brand and give your team deep insight into the effectiveness of every investment you make. Highlights of SmashFly Analytics include:

Predictive intelligence: Track candidate progression through the funnel to evaluate your talent pipeline health in specific areas and job families, and better plan out your hiring needs.

Figure 8: Candidate Intelligence

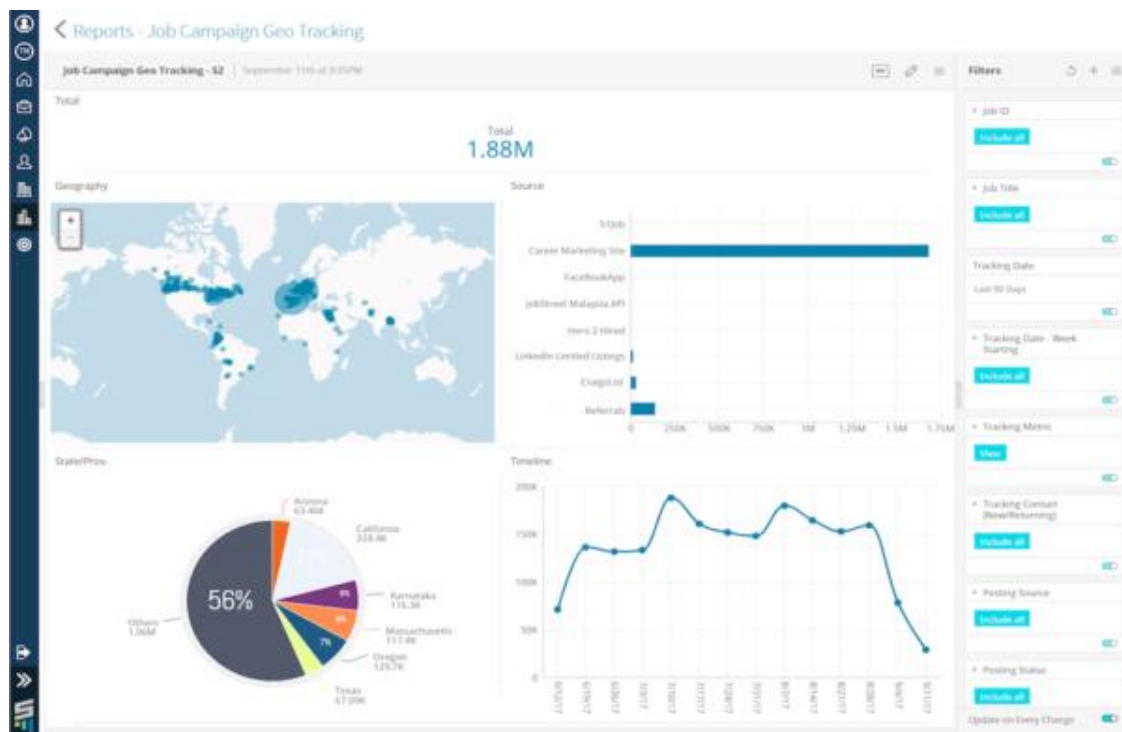


Source: SmashFly

Job board effectiveness: Leverage SmashFly’s data to set your strategy around where to post jobs (and where not to), plus negotiate contracts or rates with specific boards or vendors to maximize your budget.

Conversion rates by channel and campaign: Understand the full candidate journey instead of just the last source before applying — enabling you to improve every aspect of your candidate experience by persona.

Figure 9: Candidate Geo Tracking



Source: SmashFly

Recruiter activity and performance: Evaluate how your team is using our technology, including which recruiters/sourcers have the best-performing strategies — helping you identify trends and replicate success across the team.

The Analysts' Perspective

SmashFly deeply understand that their customers are seeking highly skilled, difficult-to-find, passive talent, and that those candidates may need to be nurtured over a long period of time before they consider joining the organization.

SmashFly has developed a recruitment marketing platform that automates and tracks how organizations need to appeal to talent at every level of the candidate journey.

SmashFly continues to enhance and extend the use of their solutions, providing more self-service capabilities, more language capabilities, a chat bot, and more automation.

- **Career sites:** New enhancements enable a drag-and-drop functionality for career site development. No technical knowledge is needed for these changes. Automated approval workflows are built so that if a user creates a mock-up of a career page, it is automatically sent for approval. There is also multi-lingual capability where the user can have pages automatically translated. On the career site, the candidate can select a language of preference from a drop-down menu.
- **CRM:** The drag-and-drop functionality and automated approval workflows have been added to email campaigns, making it easier for recruiters to develop new recruitment campaigns. Recruiters can conduct campaigns using email, text (SMS), and QR codes, which enable offline campaigns. For example, if a candidate scans a QR code from a poster, they can be taken to a personalized landing page where the content is customized to their interests. On the recruiter side, this candidate activity is tracked and added in real-time to SmashFly's CRM.
- **Emerson Assistant:** This recruiting assistant appears on the career site and can answer thousands of candidate questions (jobs, culture, etc.). Responses to Emerson are integrated with the candidate profile, and Emerson can create a new candidate profile in the CRM or add new content to an existing profile, such as new contact information. There is the option for a recruiter to take over a conversation, but the candidate is alerted beforehand.

The SmashFly roadmap through 2019 is focused on three areas, talent engagement, pipeline intelligence, and global localization. Among the myriad of planned developments, these stand out: AI-driven job matching, predictive pipelining and lead scoring, a marketing grade email campaign builder, and platform globalization, which enables clients to engage talent based on the culture of the country.

SmashFly applies its marketing savvy, recruitment marketing technology, and recruitment marketing services to help attract and engage the most difficult-to-find talent. Large, enterprise organizations that need to recruit talent globally should strongly consider SmashFly for recruitment marketing technology. About 25% of Smashfly customers are part of the Fortune 500. Their top industries include finance, healthcare, manufacturing, and professional services.

-Daria Friedman, Principal Analyst Talent Acquisition, Brandon Hall Group
-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst

About Brandon Hall Group

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.

Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking

CLIENT SUCCESS PLAN

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings

Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

BENCHMARKING

- Competitive/Comparative
- Maturity Model
- Custom Research

STRATEGY

- Business Case
- Planning
- Organization & Governance

TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at success@brandonhall.com.