Brandon Hall
G R O U P

Solution Provider Profile

Talemetry

February 2019

Company Background

Company At-a-Glance	
Name of Product/Modules Offered	Talemetry Recruitment Marketing Platform
Headquarters	Vancouver, BC, Canada
Year Founded	2000
Number of Employees	120+
Market Focus	Global Enterprise non-staffing - 2,500 employees and above
Key Industry Verticals	All – Strong concentration in Healthcare, Finance, Technology, Retail, Government
Geographic Coverage	Global – Primary focus on North America and UK
Total Users (Cloud)	26,000
Current Version	2018.2
Date Version was released	November 2018
Year of original launch	2011
Demo URL	https://www.youtube.com/watch?v=F15mjLkqadc&t=2s and https://www.youtube.com/watch?v=ByZkn5ofIBM&t=1s
Website	https://www.talemetry.com/

Business/Product Overview

As the leader in results-driven recruitment marketing, Talemetry combines an enterprise-grade recruitment marketing platform with cutting-edge tools, training and support to make recruitment organizations and recruitment professionals successful.

Talemetry® solutions get more of the right people to apply for the right jobs by delivering results-based attraction strategies and extending reach for all types of talent. Talemetry helps the world's largest organizations simplify recruitment marketing, enable new strategies and optimize recruiting performance.

The award-winning recruitment marketing platform features five high-performance products that can be used alone or in combination, including the Talemetry® Source & CRM, Job Broadcast, Career Sites, Apply, and Agency solutions. These integrated solutions optimize operations, drive meaningful recruitment marketing ROI, and deliver ongoing client success. Talemetry solutions are powerful enough to deliver results, and easy enough to deploy and leverage across enterprise organizations. The platform includes:

- **Source & CRM:** Talemetry Source & CRM combines your internal and external candidate sources into a single, easily searchable interface. The candidate relationship management module gives you modern recruitment tools to automate attraction and sourcing capabilities, and creates a centralized talent database for local execution. Instantly locate talent, easily engage candidates through outbound marketing activities, fill future demand with proprietary talent pipelines and measure results through real-time analytics.

- **Job Broadcast:** Talemetry Job Broadcast easily and automatically distributes job descriptions and social recruitment content to hundreds of free and paid job boards, social media sites and agency partners. Job Broadcast integrates with your ATS so you can also analyze job content effectiveness—from post to apply to hire. Assign job boards based on specific characteristics, and eliminate the time and effort required for manual posting. Centrally manage and communicate effectively with external agencies to control costs and eliminate inefficiencies. Plus leverage the strategic integration with Indeed, the top job site worldwide, to more easily find great candidates and build your own proprietary talent database.

- **Career Sites:** Talemetry Career Sites empower you to recognize, recommend and deliver relevant, targeted mobile and social-friendly content that showcases your employer brand, so you can engage and convert talent on an individual level. Attract more candidates to your career site with search engine optimized sites and job listings. Automatically pull jobs from your ATS and encourage passive candidates to join your talent networks without applying for a job. Plus, the direct integration with Google means your organization can now easily access Google machine learning through Cloud Talent Solution on Talemetry Career Sites.

- **Apply:** Talemetry Apply simplifies the application process for candidates and delivers application conversion results immediately. Working with your existing technology, you can easily and automatically extract resume and social profile data to your ATS. Define custom application workflows with full analytics to improve conversion and streamline the candidate experience.

- EVOLVE: The Evolve Maturity & Efficiency Framework helps you self-identify and develop strategies to improve the effectiveness of your recruitment marketing function. Start by understanding where you are currently. Then put into action the strategies and technologies to move your organization forward.

The Analysts' Perspectives by Brandon Hall Group

Talemetry offers five modules within their Recruitment Marketing Platform: Source & CRM; Career Sites; Apply; Job Broadcast; and Agency. Many clients acquire all five modules, while others start with two and then build up, such as Career Sites and Apply.

The entire platform is intuitive, streamlines the entire recruitment marketing process, and provides a stellar candidate experience. It is well-suited for the enterprise customer that may have multiple brands, multiple ATS, and uses multiple languages. Talemetry offers eight languages, including Russian.

A clear strength is the way in which the Talemetry platform is deeply integrated with clients' ATS solutions, such as Oracle, Workday, iCIMS, PeopleFluent, ADP, Kenexa, Infor,

and more. All the data from clients' ATS is synchronized within the Talemetry platform from a job, user, and candidate perspective. This enables clients to segment candidate data, such as by region or business unit; push candidates directly into the ATS; prevent any candidate record duplications; and ensure compliance with GDPR regulations. In some situations, where the client has multiple ATS solutions, the Talemetry platform is the only place where the client can get a consolidated view of the candidates across the different ATS.

Talemetry provides a consolidated candidate profile that automatically turns all versions of the candidate application history into a single profile. For instance, that candidate may have applied for several positions at several locations and their candidate data may be housed in different ATS solutions. Or the same candidate could have been sourced from multiple job boards. The consolidated profile enables the user to see across several years for all applications, all conversations (email and text), source(s) used, visits to different career site pages, referrals, and resume versions. This is particularly useful for recruiters. It facilitates a deeper understanding of candidates' engagement, their qualifications, as well as being able to continue the conversation started by another recruiter/individual.

Talemetry's career sites and apply module are particularly strong. They both provide an exceptional candidate experience, especially when the candidate is applying from a mobile phone. The apply experience is not only optimized for size, it is also optimized for the specific device being used. For instance, if candidates are using an iPhone, they would automatically be able to upload their resume from iCloud, but OneDrive, accessible with a Microsoft account, would not appear. The apply function is optimized in other ways.

If a candidate does not complete the application within one session, the system automatically sends a reminder email to the candidate to complete the application along with an application link so that the candidate can complete the form where they left off.

This certainly helps increase application conversion rates. The career site, landing pages tracks candidate visits and can serve up jobs and content relevant to the candidate.

Talemetry has made significant enhancements to its recruitment marketing platform. Recently it added texting native to its platform so that recruitment marketing campaigns and communications can be sent via email or text. The company has added advanced candidate personalization, recommending dynamic content on career site/landing sites, and configurable content by audience. Talemetry is now integrated with the Google Cloud Talent Solution and just added a feature to help veterans find jobs using MOS codes. The company has also increased recruiter-hiring manager collaboration with Talemetry Collaborate. Talemetry Collaborate empowers recruiters and other key stakeholders, such as hiring managers, the ability to share, view, consider, and capture feedback on candidates earlier in the recruiting process, resulting in a faster, optimized process.

In the near term, Talemetry plans an expansion of its strategic channel automation, such as extending event channels, extended vendor management features, and centralized asset management.

The Talemetry EVOLVE Maturity & Efficiency Framework helps organizations self-identify and develop strategies to improve the effectiveness of their recruitment marketing function. This proprietary framework helps organizations understand their current maturity levels, and what strategies and technologies will move them forward.

The Talemetry recruitment marketing platform has many features that will be appealing to organizations looking to boost their recruitment marketing. Enterprise, high-volume hiring organizations, with complex hiring needs, should look to Talemetry to streamline and automate their sourcing and recruitment marketing, provide analytics from source to hire, provide a great candidate experience, and just make the whole process easy to navigate.

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

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 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.

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