



Solution Provider Profile

Yello

February 2022



Company At-a-Glance	
Name of Product/Offered	Yello Early Talent Acquisition Platform
Headquarters	Chicago, IL
Year Founded	2008
Number of Employees	150+
Geographic Coverage	Global
Top Customers	More than 350 customers leverage Yello's solutions; some notable customers include Johnson & Johnson, Ernst & Young, Walmart, Microsoft, JPMorgan Chase, eBay, ExxonMobil and Uber.
Total Users (Cloud)	More than 1.5 million
Solution Name	Yello Early Talent Acquisition Platform
Year Product Was Originally Launched	2008
Website	https://yello.co/



Yello Solution Overview and Value Proposition

Yello is a leading end-to-end DEI and Campus Recruiting software, helping recruiters streamline early-talent recruiting and navigate the shifting recruiting landscape. Yello is purpose-built to help employers virtually recruit students at more campuses, connect with underrepresented talent in-person at industry and diversity hiring conferences, and ultimately meet diversity and early-career hiring goals.

Additionally, Yello's talent acquisition platform enables employers to ensure an equitable and personalized candidate experience through to its candidate platform, WayUp (acquired by Yello in 2021) and Yello's robust analytics, sourcing, CRM and interviewing suite. The centralized platform is user-friendly, enabling recruiters to collaborate with one another to attract and engage top talent while removing manual work and making data-driven decisions at every step of the process.

Yello's solutions help recruiters excel at key recruiting processes, including:

- Sourcing diverse, qualified talent from the WayUp DEI database of more than 6 million candidates.
- Managing both in-person and virtual recruiting events efficiently and effectively.
- Applying real-time analytics on how diverse candidates are moving through the recruitment process to uncover and correct unconscious bias.
- Reinforcing their employer brand through ongoing communication with candidates.
- Reducing the time to set up interviews with centralized information and automated follow-up.

Yello's solutions also provide efficiency and effectiveness for recruiters, leading to a better candidate experience and more successful hires. Approximately 150 of the Fortune 500 use Yello.

Yello's key offerings include:

Virtual Recruiting

As a result of the lingering COVID-19 pandemic, the recruiting landscape has shifted. The future of campus recruiting lies in embracing a hybrid recruiting model — connecting with students both virtually and in person. Yello virtual recruiting solutions will help companies recruit through COVID-19 uncertainty and beyond.

Employers rely on Yello's virtual campus recruiting tools to promote and plan events, engage candidates, and interview virtually outside of their core schools. Yello plans to continue building



upon its innovations in this area so organizations have configurable solutions to support every step of their recruiting workflow, whether they are virtual or on-campus.

- **Virtual Events** — Organizations can plan, source attendees and promote events with built-in virtual conferencing.
- **Candidate Sourcing** — Companies can expand their reach virtually to meet more diverse and qualified candidates.
- **Candidate Engagement** — Recruiters can send personalized messages to build their employer's brand beyond career fairs.
- **Interview Scheduling** — Organizations can empower candidates to self-schedule any type of interview.
- **Video Interviews** — Companies can conduct screenings and live interviews — without being on campus.
- **Candidate Evaluations** — Businesses can track all candidate interactions, virtual and in person.

DEI Sourcing

The WayUp candidate database contains more than 6 million students and recent graduates and is evolving to become the sourcing arm of Yello's campus recruiting solution. WayUp offers flexible and EEOC- and OFCCP-compliant solutions to help employers source for their roles — all with a focus on achieving diversity goals. Employers can tailor their diversity recruiting efforts with targeted candidate pools, focusing on four types of diversity: ethnic/racial diversity, gender diversity, veteran recruitment and diversity of location or schools.

Once they use WayUp to source diverse talent, recruiters can leverage actionable DEI analytics to gain insights on how diverse applicants are moving through their hiring workflow and to uncover and correct unconscious bias that may exist in the hiring process.

- **Source for STEM candidates, veterans and more.** Companies can build a more inclusive talent pool with access to candidates at more than 7,000 schools, including HBCUs and Hispanic-serving institutions.
- **Reach millions of early-talent candidates.** Organizations can support their recruiting and diversity goals by expanding their traditional talent pool — reaching niche candidates with targeted skills.
- **Succeed in a hybrid environment.** Employers can expand their recruiting reach to meet more candidates virtually, engaging with those who don't attend career fairs and other hiring events.



- **Connect with Yello Enterprise tools seamlessly.** Companies can promote their jobs and events to WayUp users and easily import top candidates into Yello Enterprise, then further engage, interview and hire.

Recruitment Events

As many employers move toward a hybrid campus recruiting strategy, maintaining an in-person presence at key campuses is critical for success. With Yello's recruitment event software, companies can focus more on in-person candidate engagement and less on resume collection. Purpose-built to provide a completely digital event experience for job seekers, recruiters and staff, campus teams can track staffing, resources, registration and communication in one place — so they can better manage event attendees and post-event follow-up.

- **Manage recruitment events, without the chaos.** Track in-person events with an enterprise-wide event calendar, customizable campus profiles and expense tracking.
- **Modernize event experiences with a mobile recruiting app.** Create a stand-out, branded candidate experience and be able to advance or evaluate candidates on the spot.
- **Accelerate event attendee engagement.** Follow up with personalized messages via email and text, and remind candidates of upcoming events and interviews.
- **Ensure events are worth the investment.** Report on event ROI, track key campus metrics and share results with the TA team.

Recruitment CRM

Organizations can build better relationships and quickly move candidates from hello to hire with Yello's candidate relationship management software. Recruiting teams can collaborate, track and manage talent at each touchpoint — giving all stakeholders insight into the candidate journey, history and actions.

- **Manage candidate relationships from start to finish** with centralized candidate profiles, actionable dashboards and automated follow-up.
- **Develop dynamic talent pipelines and talent communities** through auto-categorization and tagging, pipeline visualizations and segmented candidate outreach.
- **Save time with precise candidate search**, including advanced Boolean search, radius search, personal and global saved searches, and candidate resume preview.
- **Leverage data to improve strategically** with data from candidate surveys, engagement metrics and source tracking.



Interview Scheduling

Yello simplifies the time-intensive process of scheduling interviews. It often takes recruiters up to 2 hours to schedule interviews for a single candidate, from coordinating the team to managing changing schedules. Recruiters should spend their time with candidates, not on administration, so Yello created a solution that takes the stress out of candidate scheduling — allowing recruiters to focus on providing an engaging interview experience. Organizations can set candidate meetings instantly with AI-powered recruitment tools and not risk a poor candidate experience due to back-and-forth emails or rescheduled meetings.

- **Phone screen scheduling**, including self-scheduling landing pages, communication templates and automatic criteria screening.
- **Event Scheduling**, including multi-party interview scheduling, automated text confirmations, invitation and RSVP management, and post-event actions and follow-up.
- **Interview Day Scheduling**, including an AI-powered matching algorithm, multi-session and panel interviews, real-time calendar and room availability, and streamlined RSVPs and rescheduling.



Screenshots

Figure 1: Virtual Recruiting

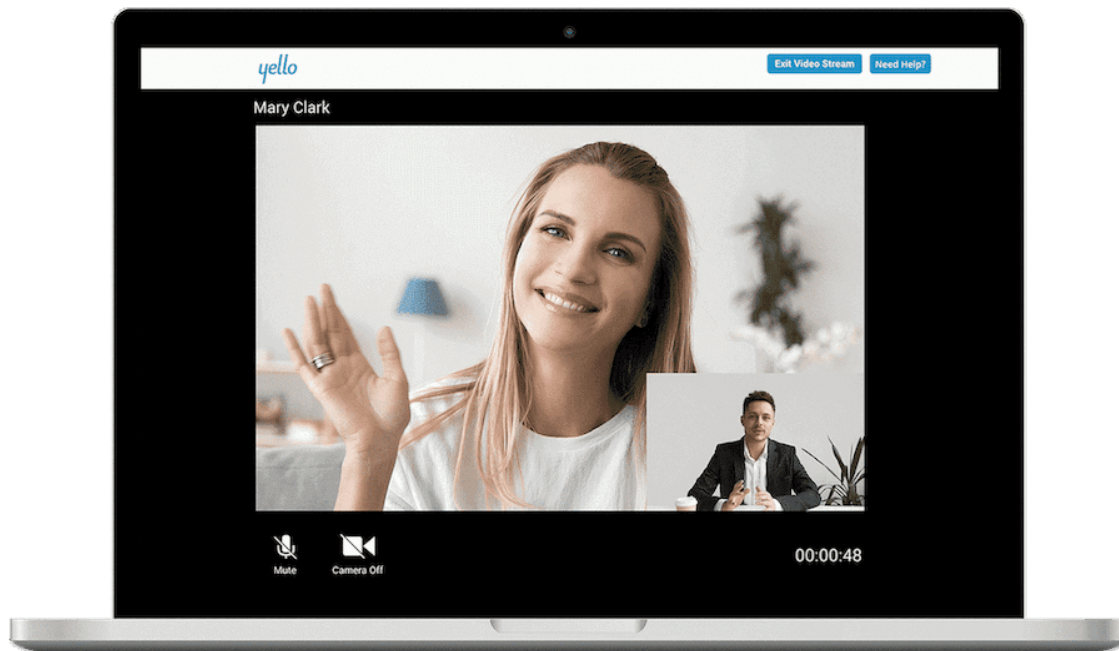


Figure 2: DEI Sourcing

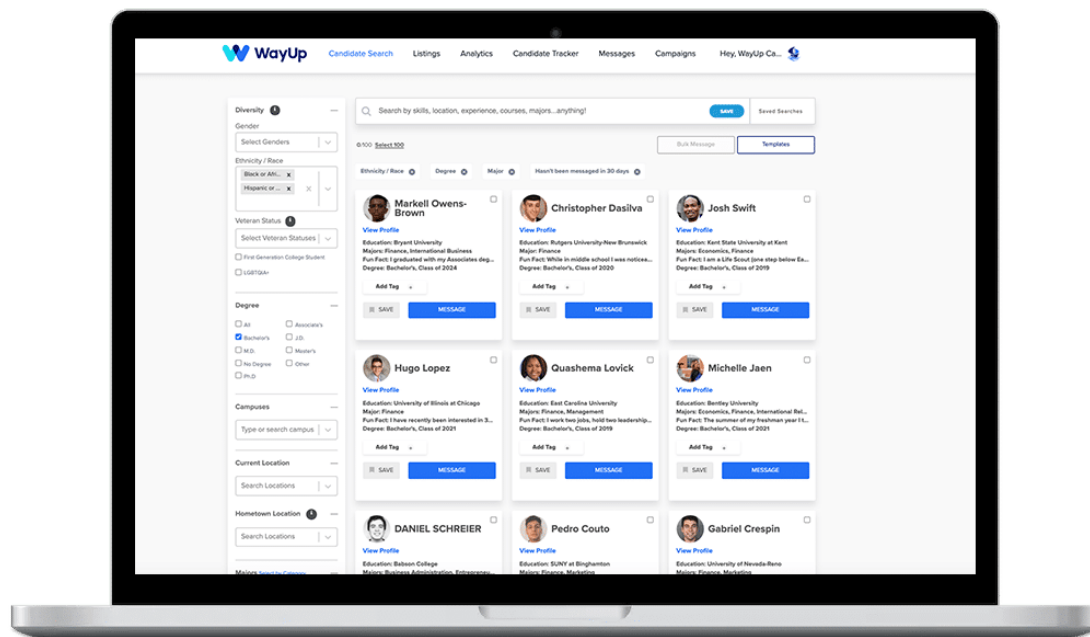




Figure 3: DEI Analytics

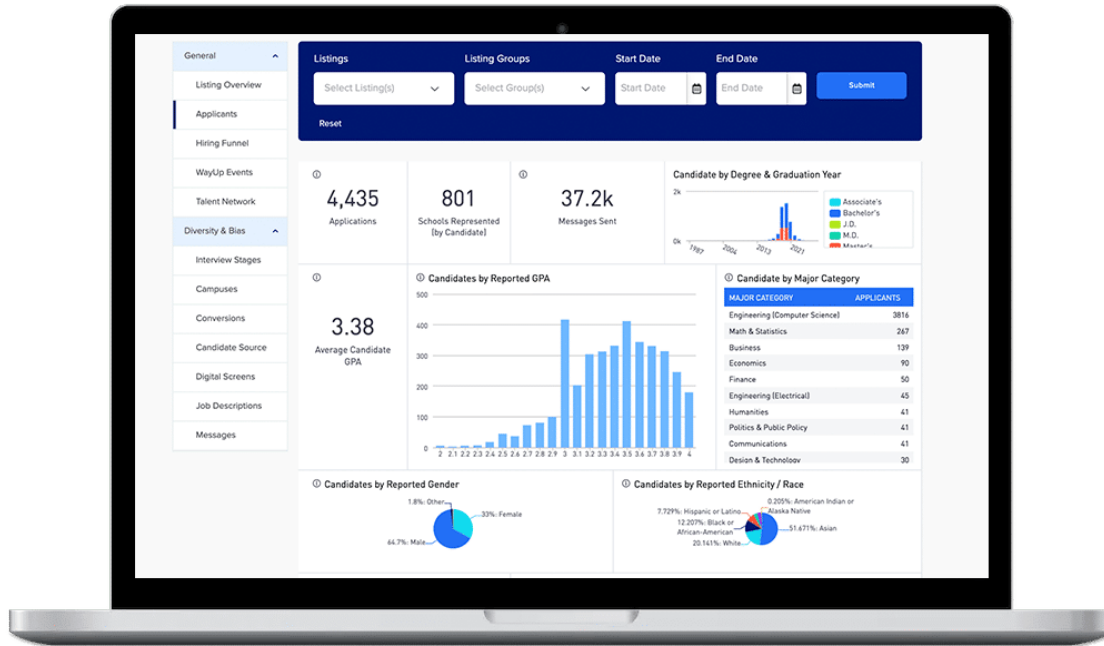
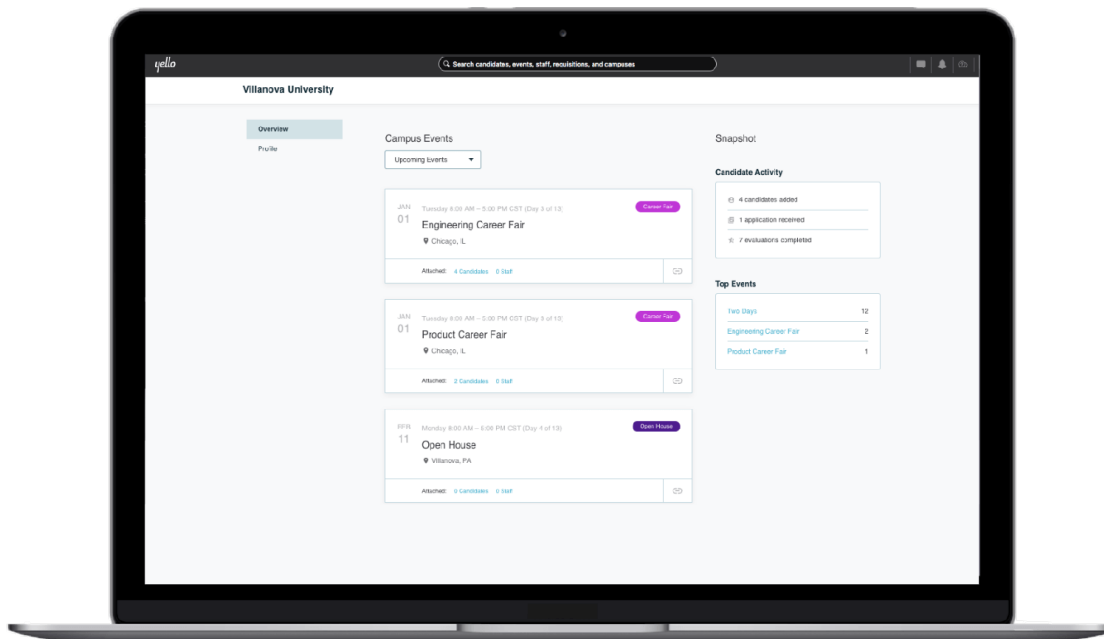


Figure 4: Recruitment Event Management





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Figure 5: Event Scheduling

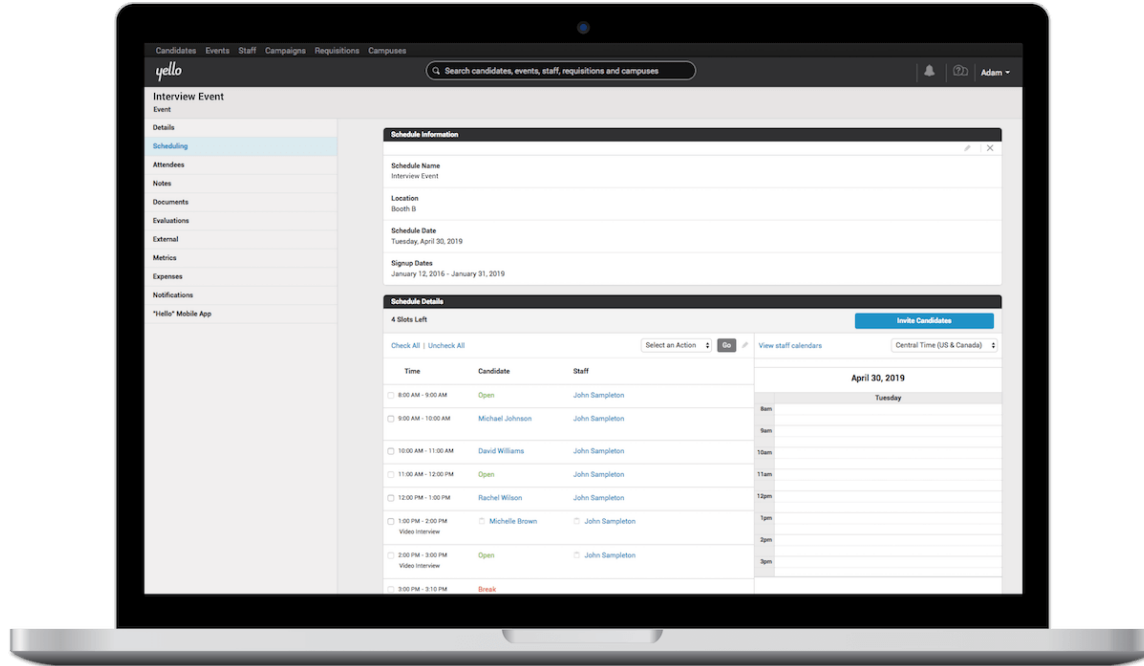


Figure 6: Candidate Evaluation

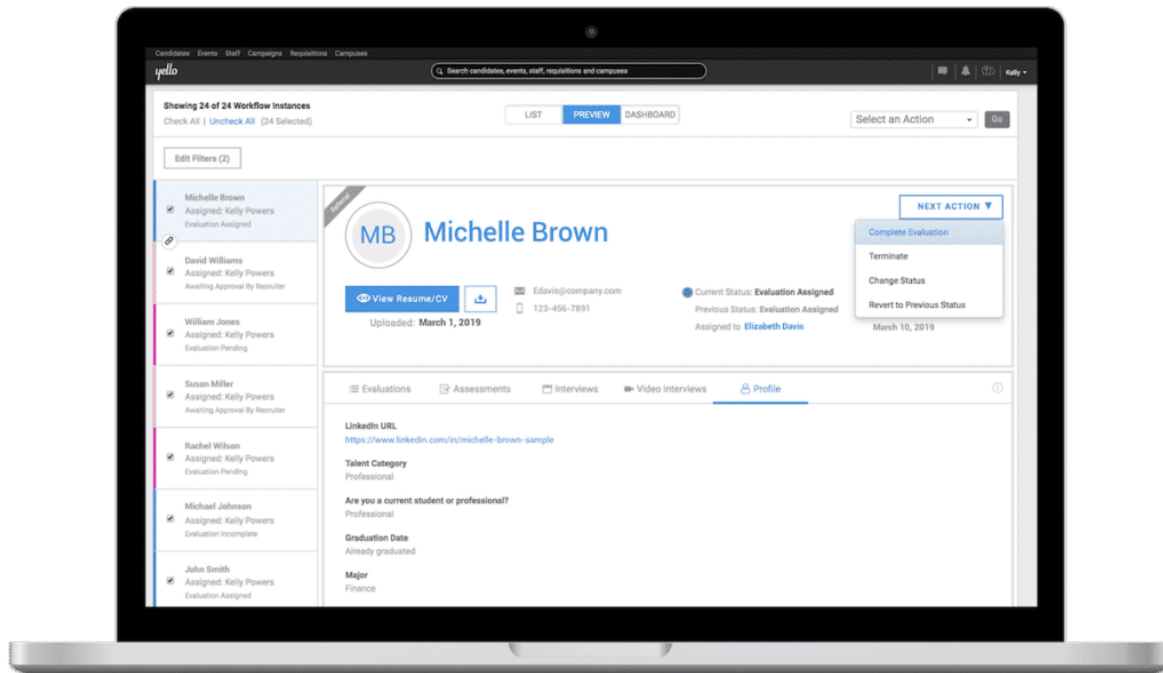




Figure 7: Mobile Recruiting App

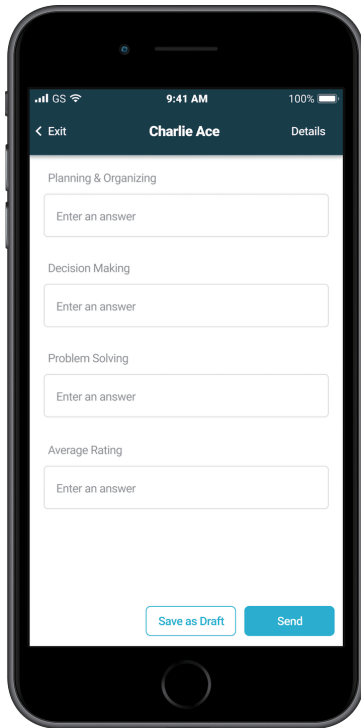


Figure 8: WayUp User Profile

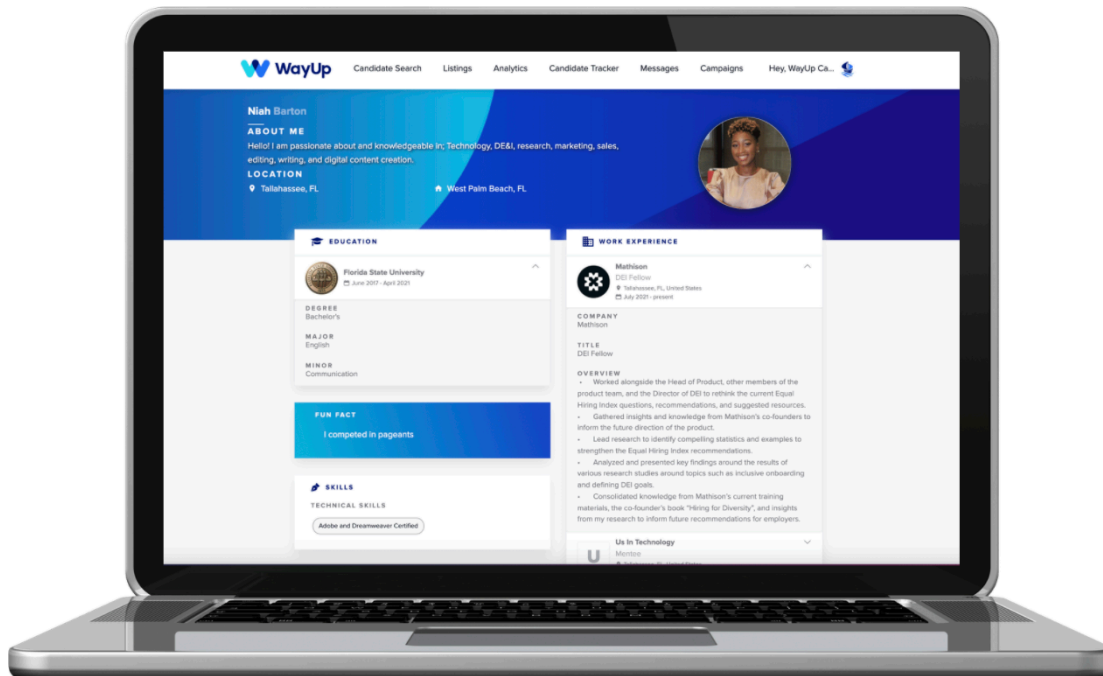




Figure 9: Candidate Relationship Management

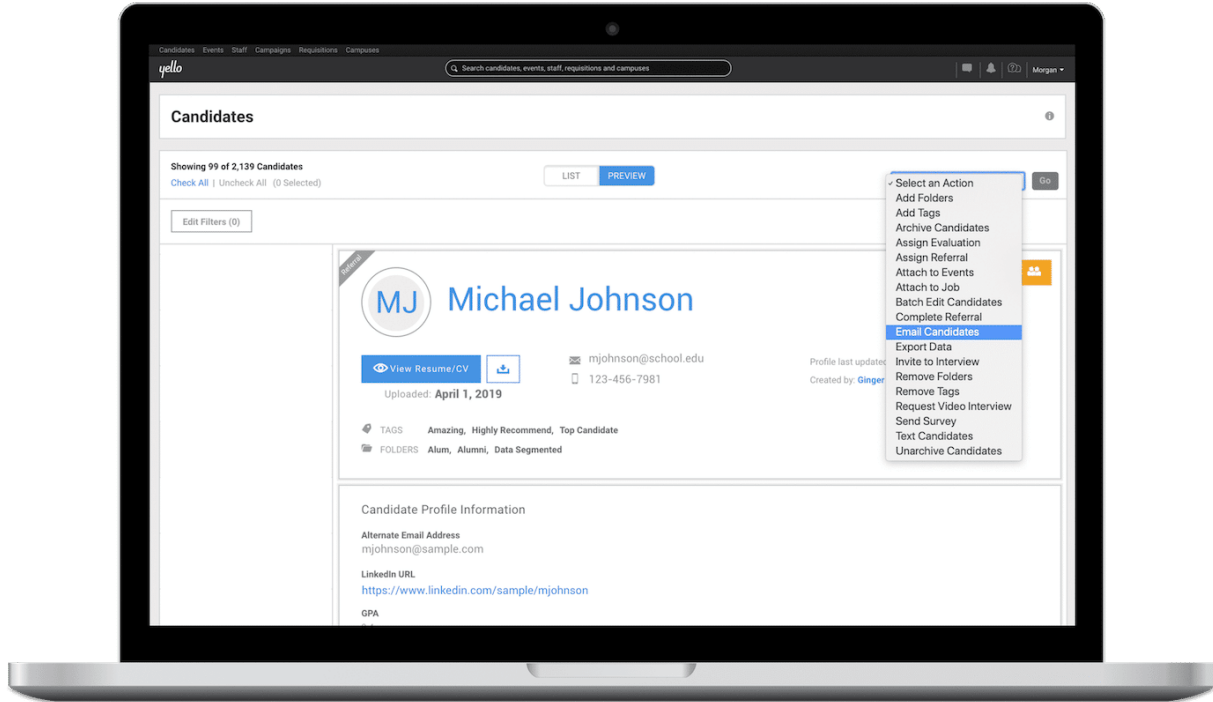
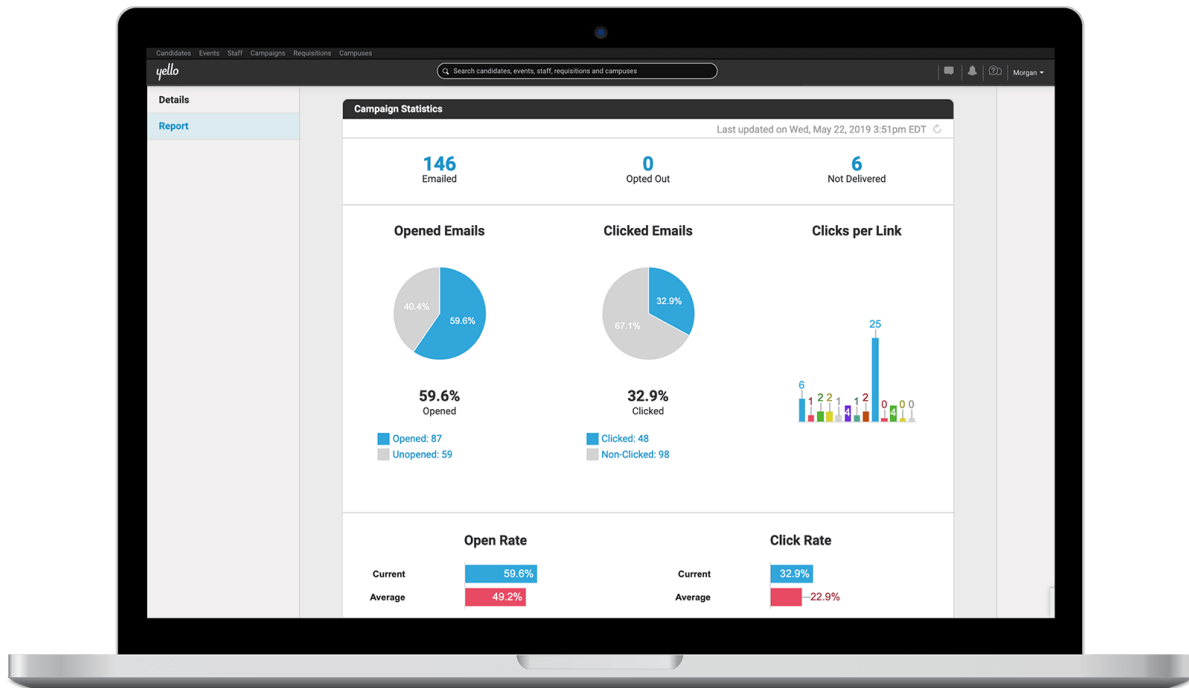


Figure 10: Campaign Statistics



All screenshots provided by Yello



Analysis by Brandon Hall Group

Situational Analysis

Corporations are trying to streamline and optimize their talent acquisition process. Several factors are driving corporations to improve their talent acquisition process:

- **Sourcing** — Organizations struggle with figuring out which market sources are best to find their ideal candidates.
- **Candidate Management** — Keeping track of all the candidates (internal and external) in the pipeline and matching them to open opportunities is a challenge for any organization and increases in complexity with high-turnover industries.
- **Event Management** — Too many organizations treat resume collection as a pure numbers game and do not focus enough on what the experience is like for job seekers and hiring managers.
- **Screening and Interviewing** — Organizations are looking to make their screening and interviewing process more efficient and effective.

Challenges to the Business

Organizations have not been able to effectively and efficiently recruit and onboard candidates because the steps are fragmented and often siloed from one another. The growing talent gap and the difficulties in finding qualified candidates for many positions place most organizations at a disadvantage. Adding to these challenges is the need to recruit at scale across the organization. Talent Acquisition functions are not properly staffed to provide this level of service to the organization and most functions have only been automated to the point of using an applicant tracking system.

Implications for the Business

Implications to the business due to an inadequate talent acquisition process include being uncompetitive in the market because of inferior talent, top- and bottom-line performance shortfalls, higher turnover and lower employee engagement, to name a few.

Questions to be Answered by the Business

Organizations need to build an end-to-end process for talent acquisition that includes finding more qualified candidates, improving the candidate experience and quality of hire, and reducing time to onboarding.



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The key questions for the business are:

- How can technology help?
- Is a network of point solution providers vs. a suite provider approach a better choice?
- With so many providers out there, which is best to use?

Yello as the Answer

Yello's talent acquisition platform creates a customizable candidate experience for job seekers and hiring managers, enabling a better experience that is more than just minimizing time-to-fill. It is a centralized platform that allows for better communication not just internally between recruiters, third-party users and hiring managers, but also creates a better portal and points of contact between recruiters and candidates.

The analytics and data section of the platform is deep enough to show relevant insights, without losing sight of the fact that it needs to get information across quickly and seamlessly without the need for complicated reporting software.

Yello's platform is purpose-built for sourcing early talent (students and those newly entering the workforce). Yello specializes in helping recruiters find hard-to-reach candidates in a hyper-competitive market by using skill-matching and other forms of NP to look anywhere and everywhere for candidates who might not have begun creating a strong online presence on traditional job boards. Being able to support candidates and employers with information about remote work or support for where they live gives Yello an advantage in the job market today, as many candidates expect to be working virtually or remote and are looking for employers offering the same types of workplaces.

Yello recently acquired WayUp, a market leader in campus DEI. This greatly expands Yello's database and offerings at a time that really matters, as more companies than ever are expanding their search — even though only 31% of organizations agreed with the statement, “the talent pipeline at my organization is diverse,” in recent Brandon Hall Group research.

The strength of Yello has always been in its laser-focused specialization, its user experience and a deep understanding of what users are looking for in rapidly-changing times. For any organization looking for early talent, there are almost no other solutions that combine technical expertise and service intelligence as well as Yello.

- *Cliff Stevenson, Principal Talent Acquisition and WFM Analyst, Brandon Hall Group*
- *Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group*

About Brandon Hall Group

With more than 10,000 clients globally and 28 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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recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



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