TalentLink

ATS | VMS | CRM | Insight | Onboarding

Additional & New Functionality

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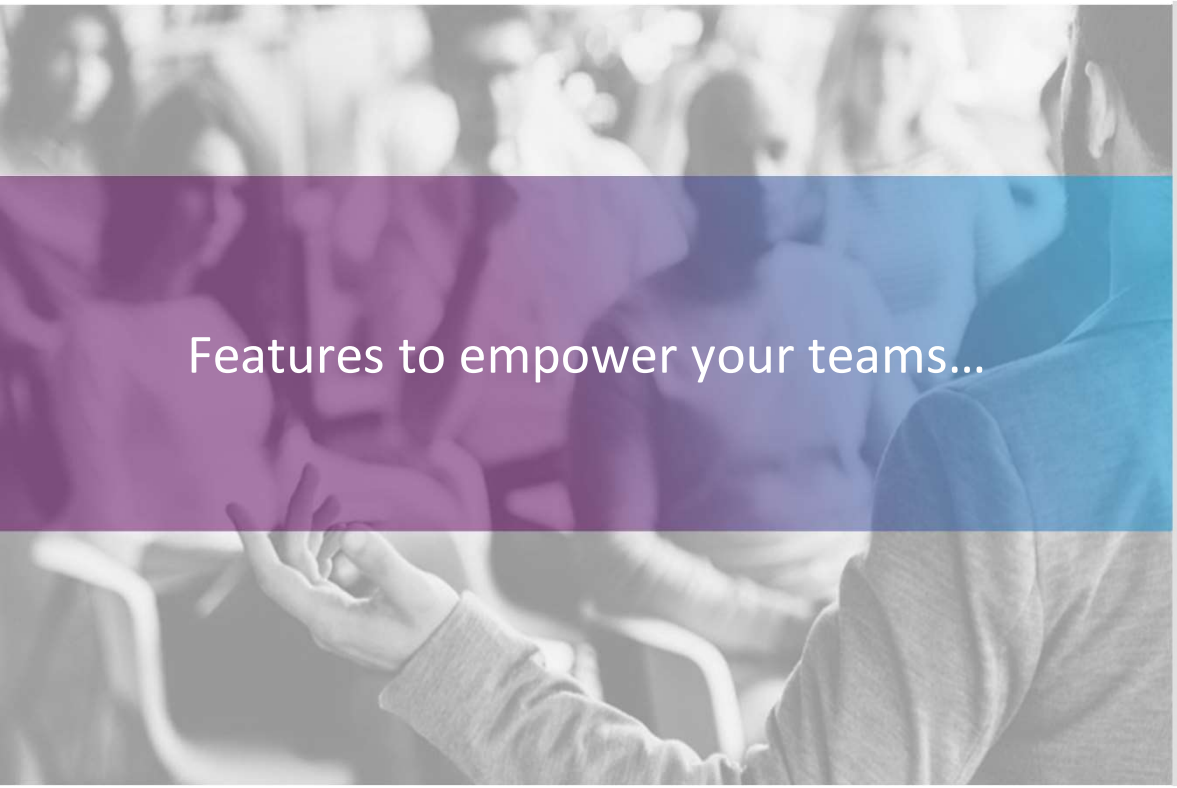
Today



Candidate & Manager Experience

- Video Review Questions
- Mobile App
- Application Review Tool

Widening the TalentPool

- QR Codes
- Job Advert by email
- sType Source Tracking
- Tags

Technical Effectiveness

- Single Sign On
- Multi Factor Identification
- DocuSign Integration

Process Effectiveness

- Check
- Rules Engine

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HR Metrics Hiring Managers Believe

TIME TO HIRE

Anything we can do to reduce time of the process works well for Hiring Managers & candidates

COST PER HIRE

Everyone wants to reduce costs of a business process. Candidates can be sourced at lower direct cost if you have the right operations in place.

SOURCE OF HIRE

Modern recruiting has a wide Sourcing Mix. Using the right source at the right time, and understand what these are is vital.

Turned down an offer due to a bad recruiting experience

saba

Candidate Trends

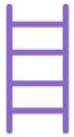
Being in the know gives you a competitive edge, and makes your company and jobs irresistible to candidates.

70%

of the global workforce is made up of passive talent who aren't actively job searching, and the remaining 30% are active job seekers.

87%

of active and passive candidates are open to new job opportunities.



The #1 reason people change jobs is

career opportunity

The top channels people use to

look for new jobs

are online job boards (60%), social professional networks (56%), and word of mouth (50%).

The most important factors in

accepting a new job

are compensation (49%), professional development (33%), and better work/life balance (29%).

Candidate Experience

Insights into what candidates want throughout their job search journey helps you build a recruiting strategy that will find and hire top talent faster.

The most effective

talent branding tools

are company websites (68%), online professional networks (i.e., LinkedIn), and social media (i.e., Facebook, Twitter).

89% of talent

says being contacted by their recruiter can make them accept a job offer faster.

94%

says being contacted by their prospective manager can make them accept a job offer faster.

Talent is

4x more likely

to consider your company for a future opportunity when you offer them constructive feedback.

94% of talent

wants to receive interview feedback, but only 41% have received interview feedback before.

Features related to improving the candidate's perception and experience

"60% of candidates are likely to abandon the recruitment process halfway through if it turns out to be too long or complex" – SHRM

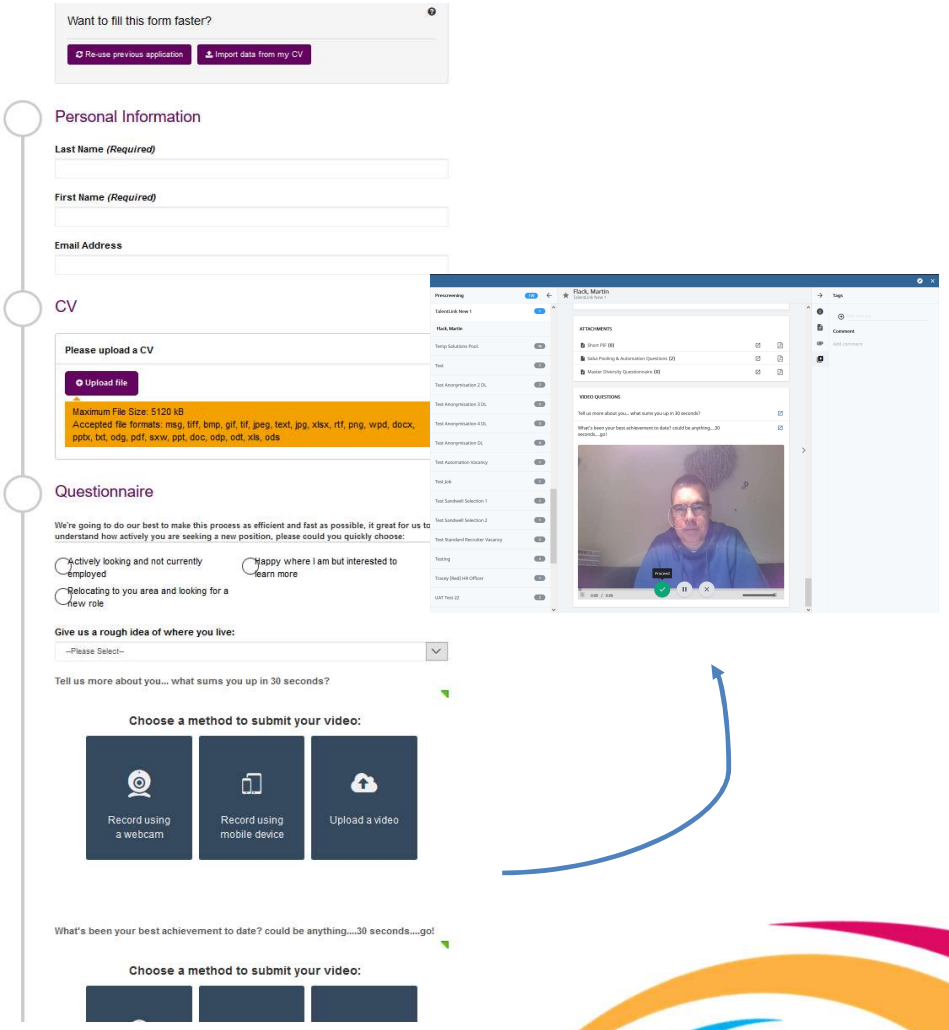
*https://www.shrm.org/resourcesandtools/hr-topics/technology/pages/study-most-job-seekers-abandon-online-job-applications.aspx

Video Review Questions

“The Instagram videos that receive the most comments are 26 seconds long on average.”
- Hubspot

- Incorporate video questions into your application or selection process
- Pose a question and ask your candidates to provide a short response via video clip.
- No additional software needed
- Recordings are held in Talentlink, viewable on demand in various places depending on who you are…

Let’s try…. Find your CODE Sheet – something like:



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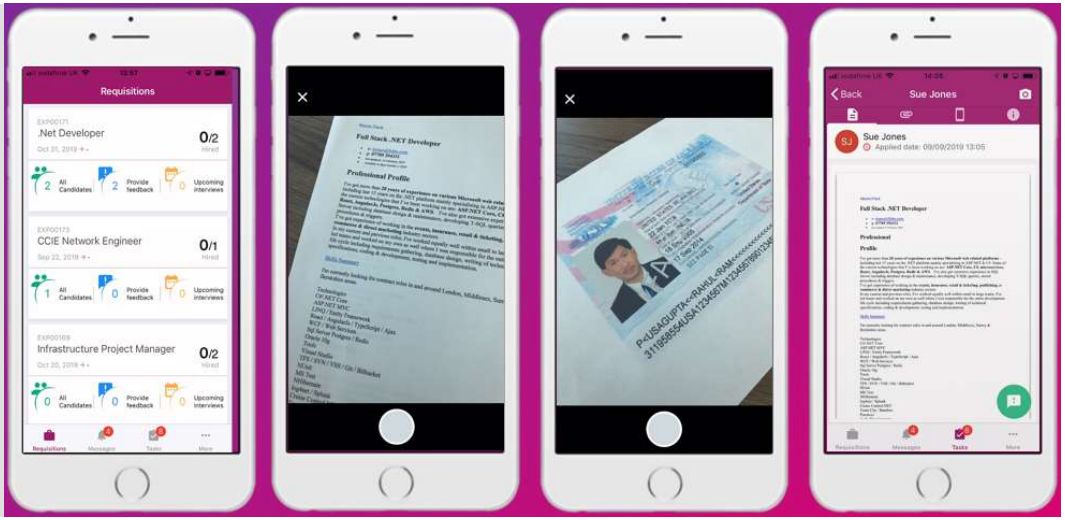
Mobile App

- Mobile application for Android and Apple iOS devices
- Mobile instant access to information about people, jobs, candidates, interviews and hiring processes.
- Easily review, assess and progress candidates
- Photograph and upload documents to a candidate record in Talentlink.



Let's try….

Google Play

iTunes

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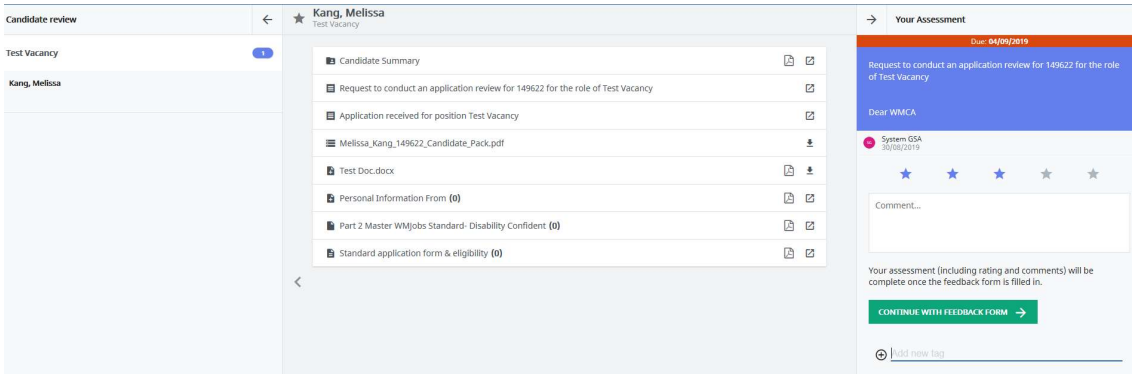
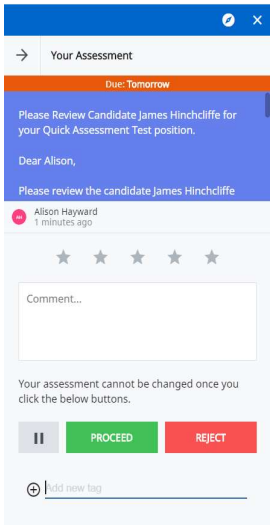
Partner Story: TalentLink Mobile App

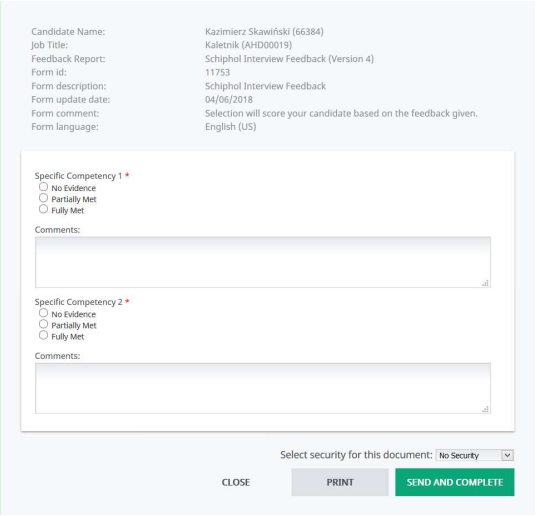
Sandwell

- Grounds Maintenance Operatives.
- Whilst onsite with candidates the App was used to scan copies of ID direct to their candidate record in Talentlink
- Saving time previously spent copying and scanning.

Application Review Tool







Feedback that takes too long to gather – never makes it to the candidate. Does every stage need subjective opinions to be recorded?

- Allows those shortlisting to easily review the application form electronically
- 3 approaches available to gather feedback, depending on the quality of response required,
  - a single click decision,
  - 5 star rating with comment
  - a bespoke feedback form.

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COFFEE BREAK

Widening the TalentPool

2019 Average UK Unemployment rate = 3.7%

2019 Average UK Employment rate = 76.1%

The highest employment rates, at c. 84%, was for those aged between 25 and 49 years - ONS

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What is the state of your Talentpool today

Delegate	FTE Population	Candidates in TLK	15% Employee Turnover	Ratio (rounded)
Birmingham City Council	16138	8283	2421	3 to 1
Bromsgrove and Redditch Borough Council	821.43	1634	123	13 to 1
City of Wolverhampton Council	5079	9515	762	12 to 1
Dudley Metropolitan Borough Council	8465	11,517	1270	9 to 1
East Staffordshire Borough Council	240	855	36	24 to 1
Hereford & Worcester Fire and Rescue Service	577.73	2432	87	28 to 1
Sandwell Metropolitan Borough Council	6697	9693	1005	10 to 1
Solihull Metropolitan Borough Council	5216.93	6221	783	8 to 1
University of Wolverhampton Multi Academy Trust	760	1602	114	14 to 1
West Midlands Combined Authority	521.14	1243	78	16 to 1
Worcester City Council	291.57	1048	44	24 to 1
Wychavon and Malvern Hills District Council	370	623	56	11 to 1
Wyre Forest District Council	319	718	48	15 to 1
TOTAL	45496.8	55,384		14 to 1

For every job you are likely to have in 2020, through turnover alone, there is an average of 14 candidates already in TalentLink.

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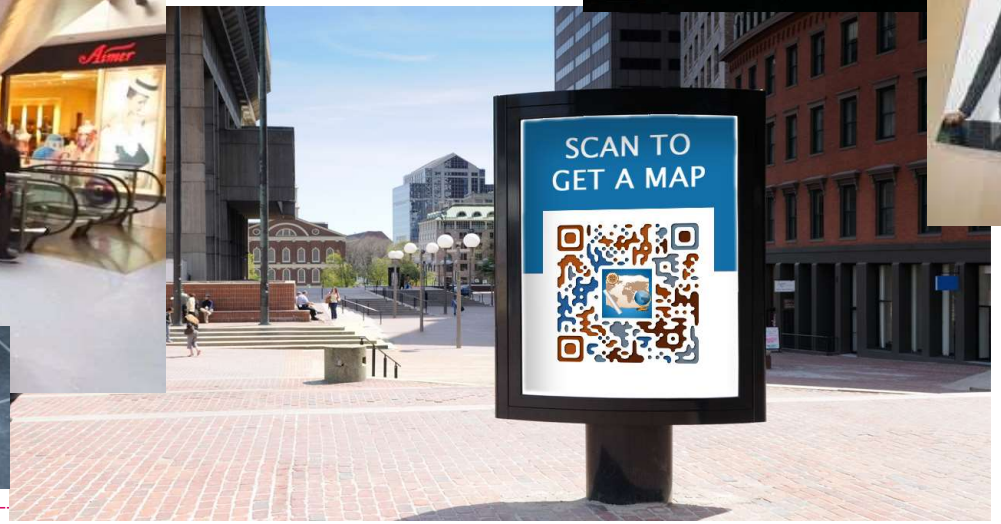
QR Codes

- The ability to create a QR Code leading to the application form.
- Think Creatively!
- A permanent window into your jobs and pools

Your IDEAS! Top 10 places you think you'd attract candidate attention using one of these? GO!...



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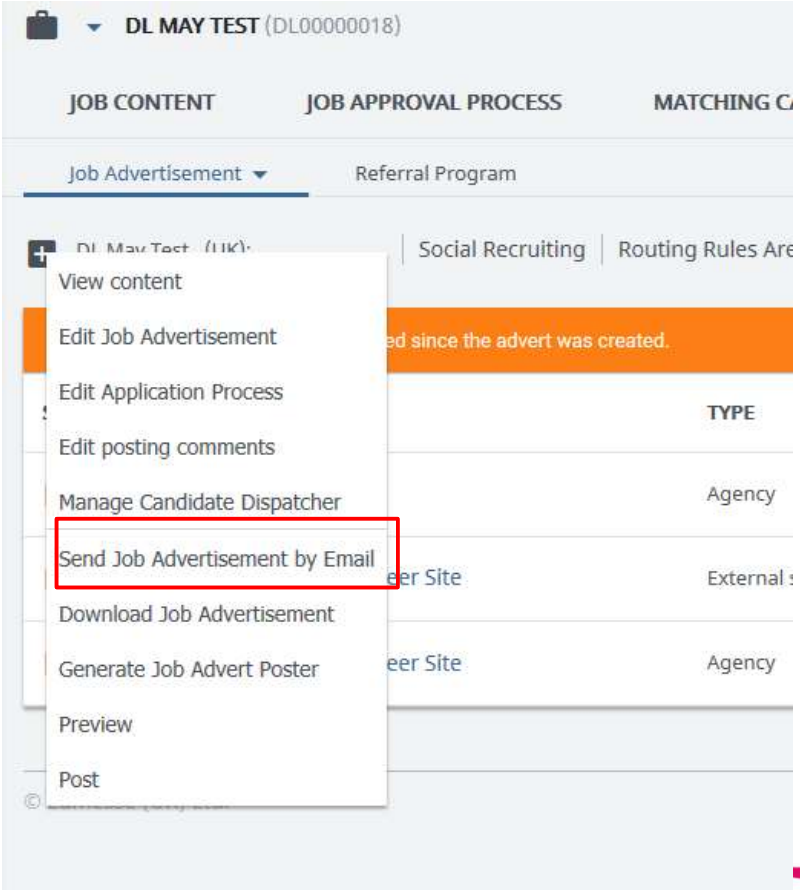
Job Advert by Email

- Create Unique Email addresses and URLs to bring candidates directly into your TalentLink jobs.
- Set an application journey that is different (shorter/longer/smarter etc)
- Get Amazing DATA – on the most popular postings and where the candidate came from.
- Set Unique Automated Responses to personalise the experience.



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“sType” – The boss of Source Tracking Data

CANDIDATE	CANDIDATE PACK	QUESTIONNAIRE 1	LAST FEEDBACK REPORT	APPLICATION DATE	LAST STEP	LAST QUESTIONNAIRE	APPLICATION STATUS	SOURCING CHANNEL
Filter		Filter	Filter	Filter	Filter	Filter	Filter	Filter
book, face		1		06/02/2020		1	New	Facebook
Lathburystypefacebook, Dean		1		06/02/2020		1	New	Facebook
Lathburystype, Dean		1		06/02/2020		1	New	Facebook

Allows you to measure the effectiveness of your paid for sourcing channels (such as LinkedIn, external Job Boards) and see these sources within the Talentlink candidate record.

You can do this by appending code to the application link using &sType=Sourcename.

- If using jobs by email, copy apply link form email apply link https://wme-applicants.stage.4matnetworks.com/apply?jobId=Q8JFK026203F3VB8M796GF661-97272&langCode=en_GB&step=DIRECT
- remove “&step=DIRECT” from end of URL and replace with &sType=Sourcename which then becomes
- https://wme-applicants.stage.4matnetworks.com/apply?jobId=Q8JFK026203F3VB8M796GF661-97272&langCode=en_GB&sType=Facebook

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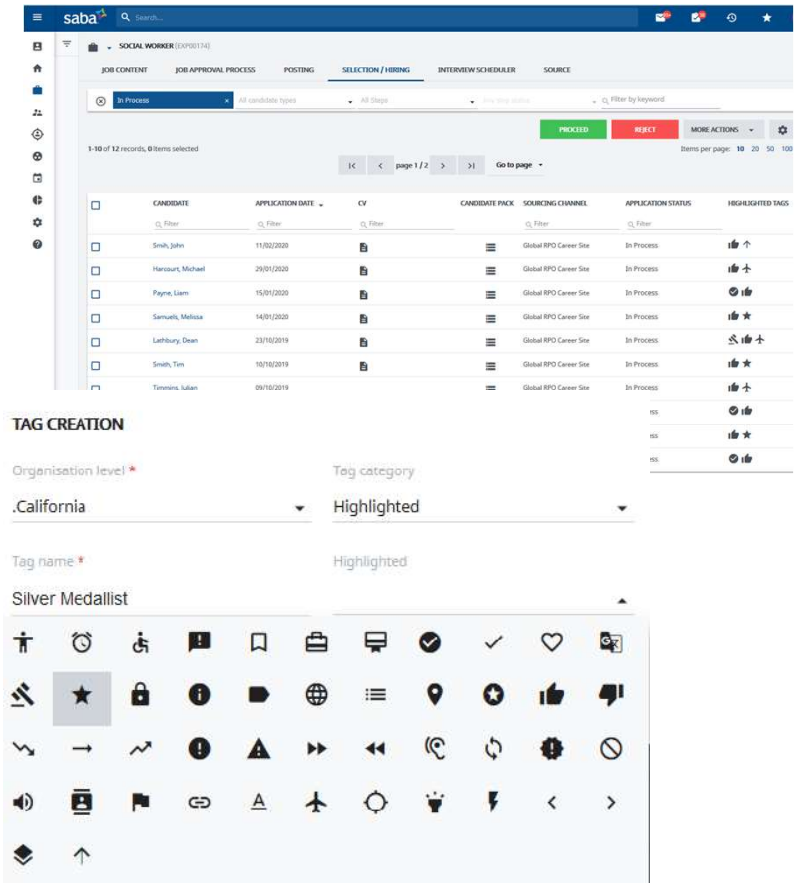
Tags

Messy CV databases help no-one…

Agencies use well structured data to quickly get to the candidates they want to place..

- Easily segment candidates outside of existing fields, for easier searching and filtering
- can be automatically assigned to specific answers to questions in an application.
- Can also can be assigned to a candidate from the pre-screening app, CV review and Candidate Record.
- Highlighted tags enable you to add an icon, and see the icon in the applicant list



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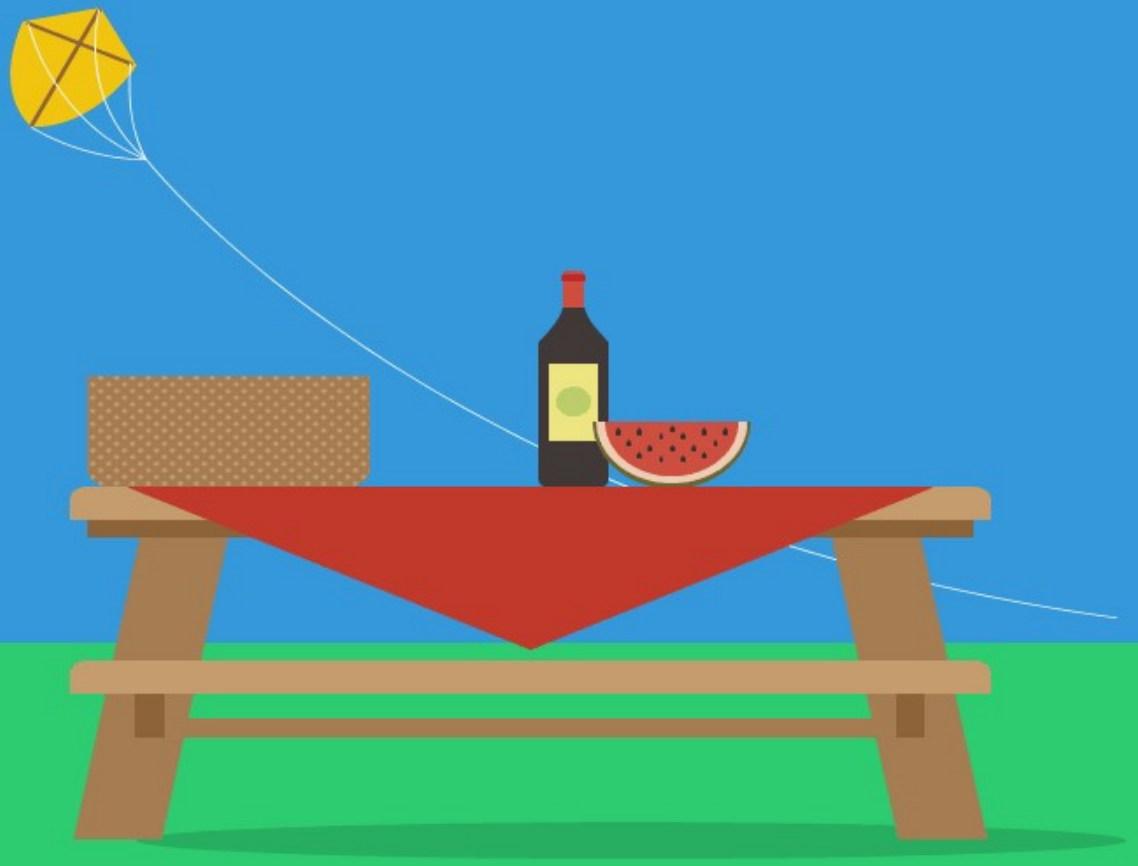
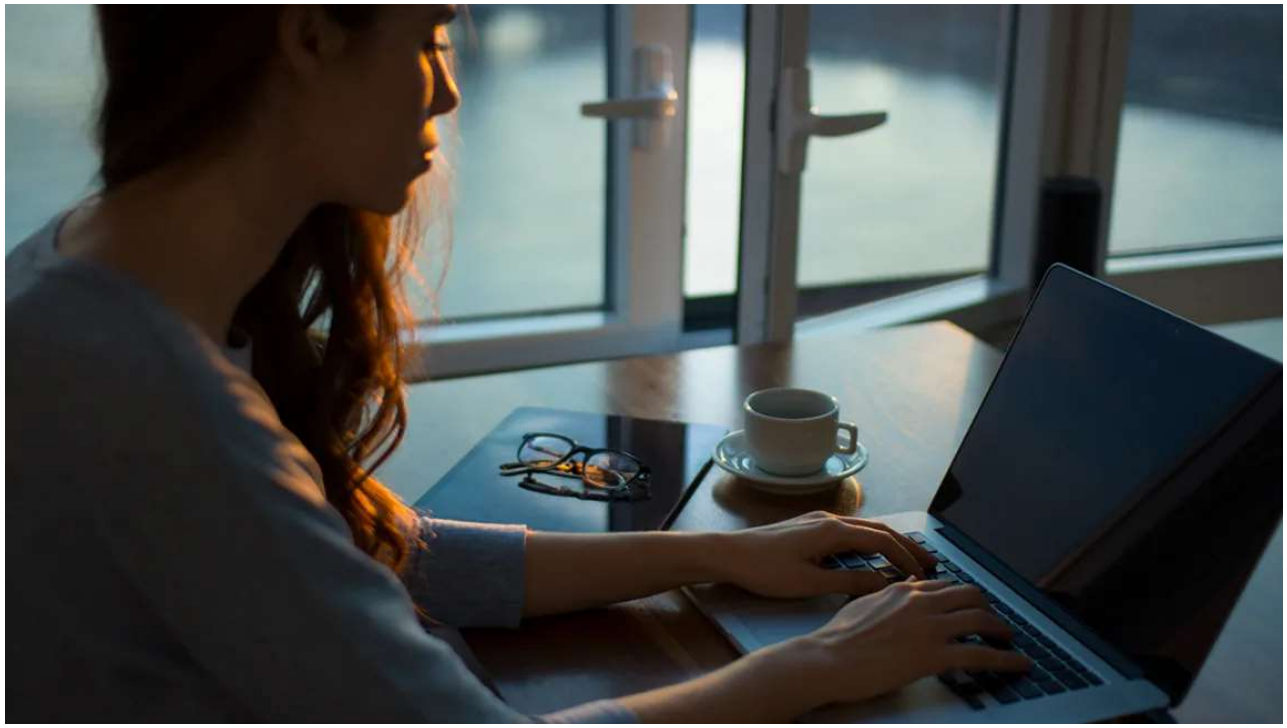
LUNCH BREAK



Technical Effectiveness



Technical projects are only good if they benefit users.

Users are heavy consumers of everyday technology and come to TalentLink projects with high expectations – based on the budgets of Facebook, Instagram and the rest….

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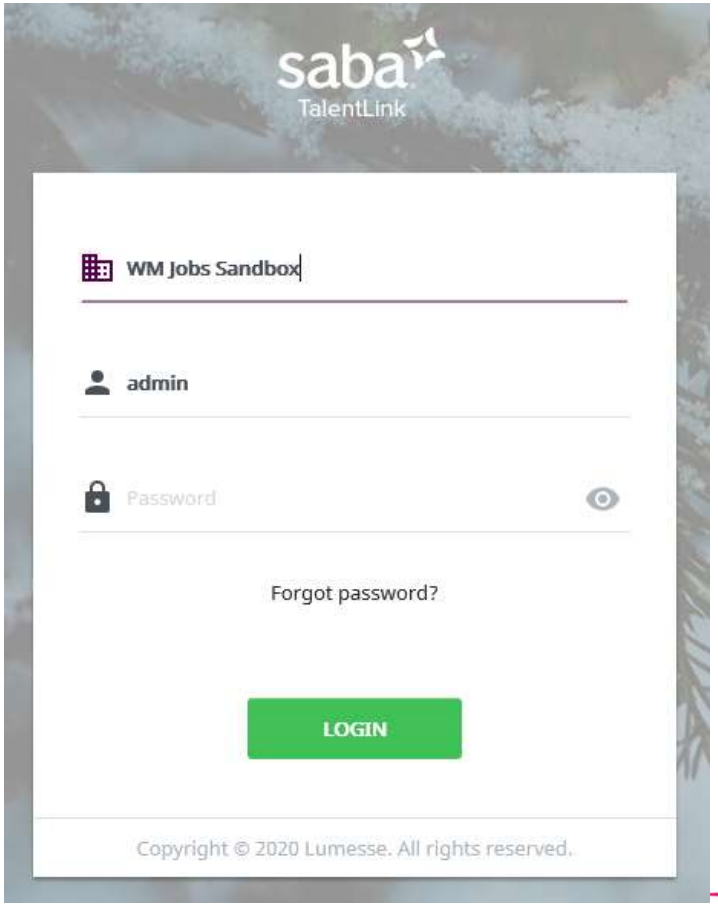
Single Sign On

Provide all users with a smooth transition into TalentLink.
What do you hate? Forgetting and resetting your password – so do everyone a favour - get rid of it.

- Replace the standard TalentLink authentication mechanism with your own
- Allows access to Talentlink via single corporate sign on.
- Security Assertion Markup Language 2.0 (SAML 2.0) is used.

Improves User Adoption and Speed of process which improves Candidate Experience and Satisfaction.



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Multi Factor Authentication

Secure data is good data in 2020
Increasingly your organisations are providing added protections to Candidate Personal Information.

- An extra layer of protection on top of your user name and password.
- With MFA enabled, when users sign into TalentLink, they will be prompted for their user name and password (the first factor) as well as for an authentication response from their MFA device (the second factor).
- All users will be required to complete the device pairing process in order to log into TalentLink.

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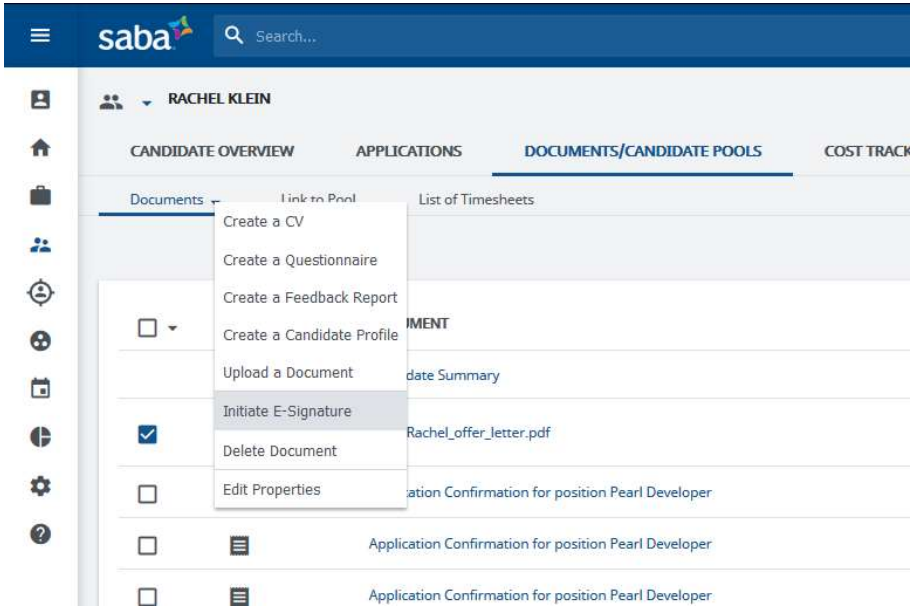
DocuSign

Docusign Integration

“49% of job seekers said they’ve turned down an offer because of a bad candidate experience._PWC”

Candidates want an offer 1-2 weeks after interview
Average time to offer for your organisations?



Faster offers – reap satisfaction rewards!

- Supports the process from preparing agreements, signing and managing them within Talentlink.
- Initiated during any stage of the recruiting process in the context of applicant documents.
- Offer a full digital experience for successful applicants

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COFFEE BREAK

Process Effectiveness

A whopping 92% of candidates say they've experienced poor recruiting practices at some point in their career. Two frustrating behaviors in particular stand out:

- Businesses that drag out the recruiting process longer than a month—experienced by 67% of job seekers.
- Ghosting - Recruiters who vanish - withdrawing from all communication suddenly and without explanation, even after a candidate has had an interview. 61% of candidates have experienced this.

- https://www.pwc.com/us/en/library/workforce-of-the-future/hr-recruiting.html

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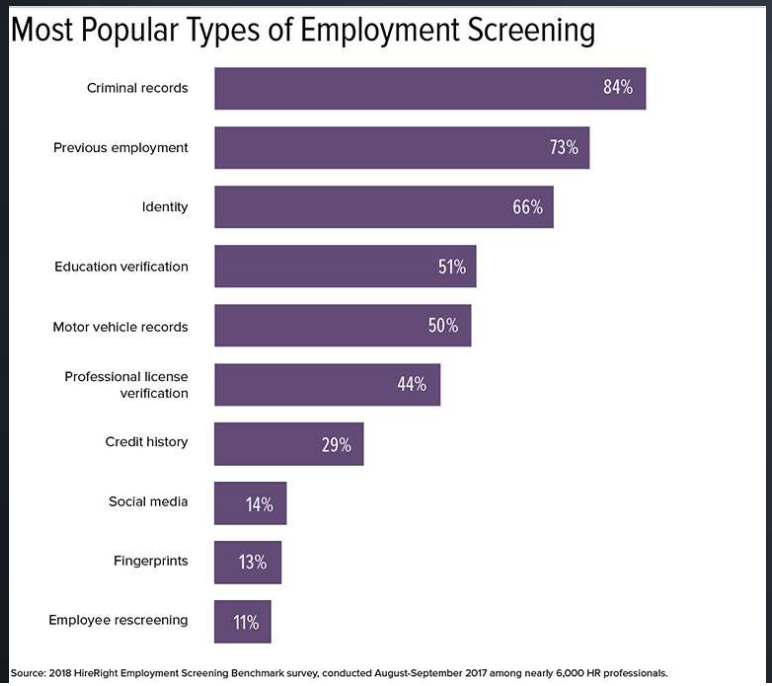
Check

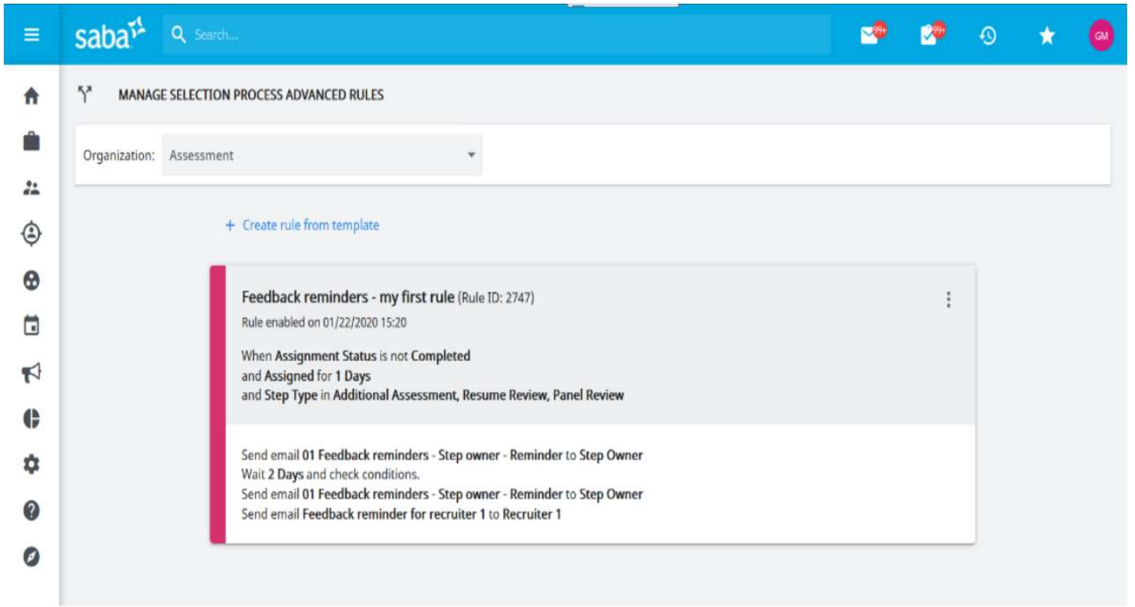
- Digital reference capability
- Fully automated referencing from candidate submission to reference collection and notification to colleagues of completion.



Rules Engine

Enhanced & Automated Communications delivery to suit your process and your organisation.

- Advanced rules in the approval and selection process
- User assignment reminders
- Candidate assignment reminders
- Interview reminders
- Reminders for step coordinator, recruiting team members, operational team members
- Notifications for unassigned candidates
- Advanced rules can be defined for your Job Approval Processes to send:
  - -Approval reminders to approvers and to other concerned users
  - -User notifications when job is approved or rejected



"39% of candidates said that if they're turned down during the interview process, they want to hear from someone they interviewed with. And 78% said they'd like an explanation and some feedback if they're turned down after interviewing." _PWC

What are your pain communications pain points?

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Our thoughts…

Costs

Item	Description	Subscriber One off Implementation Fee	Subscriber Annual license cost
Video Questions	Video questions - added into application or selection process	Free of charge (Years 1-3)	Free of charge (Year 1 2020-2021)
Recruiter /Manager App	Managers and HR staff can have a mobile application for Android and Apple iOS devices that supports a new way of working and collaboration, bringing mobility and instant access to information about people, jobs, candidates, interviews and hiring processes.	Free of charge	Free of charge
Docusign	Integrated solution allows all users the ability to modernize and digitize the agreement process within TalentLink. Our ESignature functionality supports the process from preparing agreements, signing and managing them within TalentLink. Initiated during any stage of the recruiting process in the context of applicant documents.	N/A	£1500* (plus docusign envelope cost) *5 subscribers minimum take up required to deliver service. Economies of scale may apply for 6+ subscribers adopting service
Check	Digital reference capability - Allows referees to rate your new hires' skills and competencies through a structured digital-based framework, accessed across multiple devices. Build simple digital surveys that eliminate lengthy and irrelevant questions and provide consistency and neutrality to the reference. Use workflow automation to pre populate referee details, track outstanding references, send reminders and make applicant comparisons.	N/A	£1500* *10 subscribers minimum take up required to deliver service. Economies of scale may apply for 11+ subscribers adopting service
Single Sign On	Single Sign On (SSO) is an optional service offered to our Customers to replace the standard TalentLink authentication mechanism with their own, enabling them to integrate their corporate systems more closely to the TalentLink application. Allows access to TLK via single corporate sign on. Security Assertion Markup Language 2.0 (SAML 2.0) is used	£6,000 per subscriber	£3050 per subscriber
STYPE Sourcing Tracking	Access to STYPE code to measure the effectiveness of your paid for sourcing channels (such as LinkedIn, external Job Boards)	Free of charge	Free of charge

Costs

Item	Description	Subscriber One off Implementation Fee	Subscriber Annual license cost
Application Review Tool	The review tool within Talentlink makes it easier for users/ managers to review and provide feedback for the candidates.	Free of charge	Free of charge
QR Codes	Ability to create a job advert print out poster which includes Application URL or QR Code which leads to the application form.	Free of charge	Free of charge
Job Advert by Email	Allows you to send the job advert details and apply link to an email	Free of charge	Free of charge
Multi Factor Authentication	Multi-Factor Authentication (MFA) is a security enhancement method achieved by adding an extra layer of protection on top of your user name and password. With MFA enabled, when users sign into TalentLink, they will be prompted for their user name and password (the first factor) as well as for an authentication response from their MFA device (the second factor). All users will be required to complete the device pairing process in order to log into TalentLink.	TBC	TBC
Rules Engine	System administrators have the ability to create advanced rules for sending reminders and notifications to ensure your approval and selection processes stay on time and people complete their required actions.	Free of Charge	Free of Charge
Tags	Candidate tags help you easily segment candidates outside of existing fields, for easier searching and filtering. They can also be used to provide important, easily visible information to the recruiting team. A special category of tags has also been introduced called 'Highlighted tags'. These enable you to add an icon, and see the icon in the applicant list from the Selection and Hiring tab. Tags can be automatically assigned to specific answers to questions in an application.	Free of Charge	Free of Charge

THANK YOU
What questions do you have?