

Candidate Relationship Mngt

between data-bases and community branding

12.12.2018

Come in
**We're
HIRING!**

A glowing, rectangular sign is mounted on the side of a building at night. The sign has a white face with a yellow-to-white gradient. The text 'Come in' is written in a red, cursive script, while 'We're' and 'HIRING!' are in a bold, black, sans-serif font. The building's facade, featuring windows and architectural details, is visible in the background, dimly lit.

Importance of Employer Brand

75%

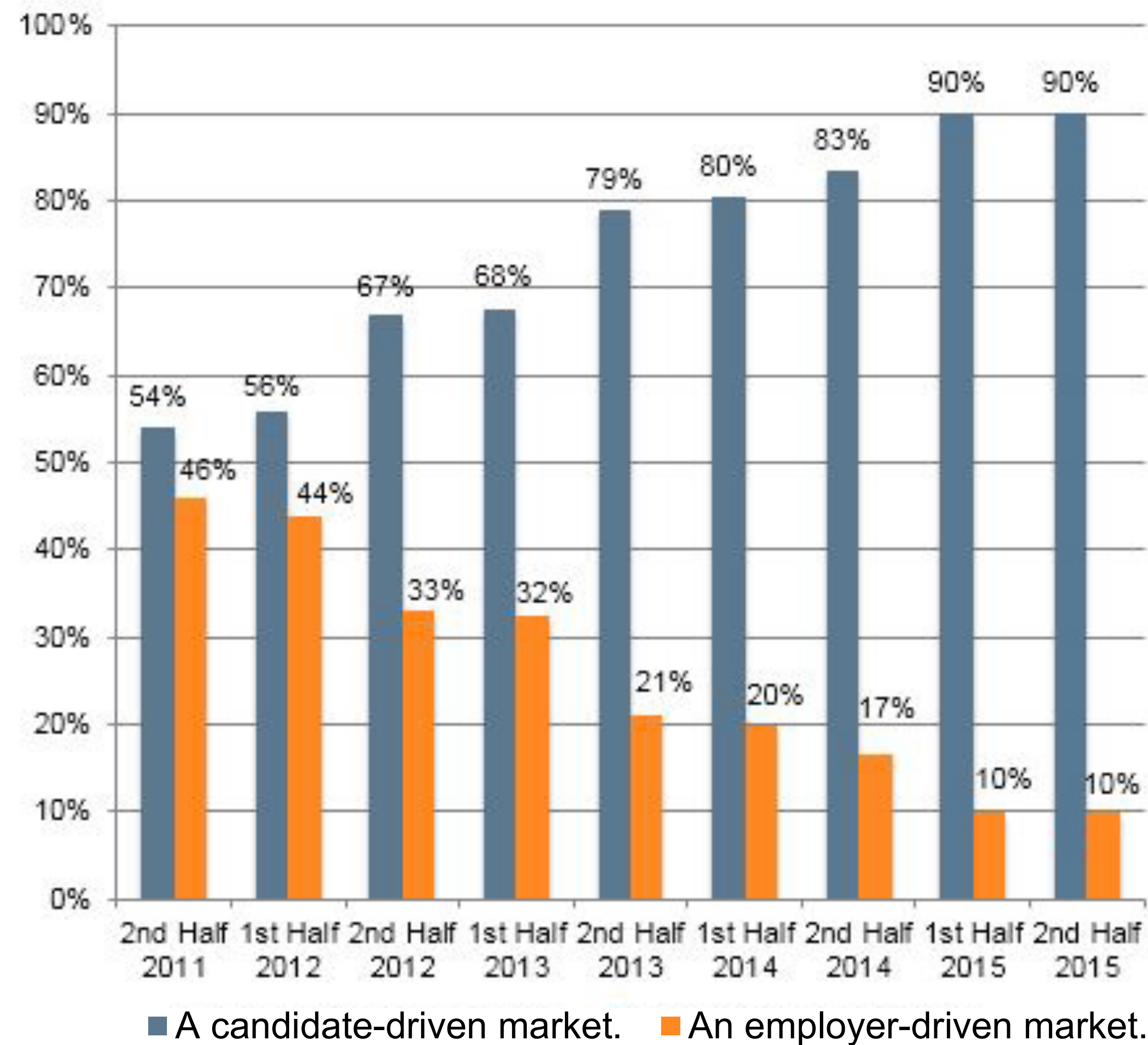
of candidates

research the firm's reputation and employer brand before applying for job

source: LinkedIn



why is this important?



90% candidate
driven market

Employee Value Proposition (EVP)

compensation

benefits &
career

work
environment

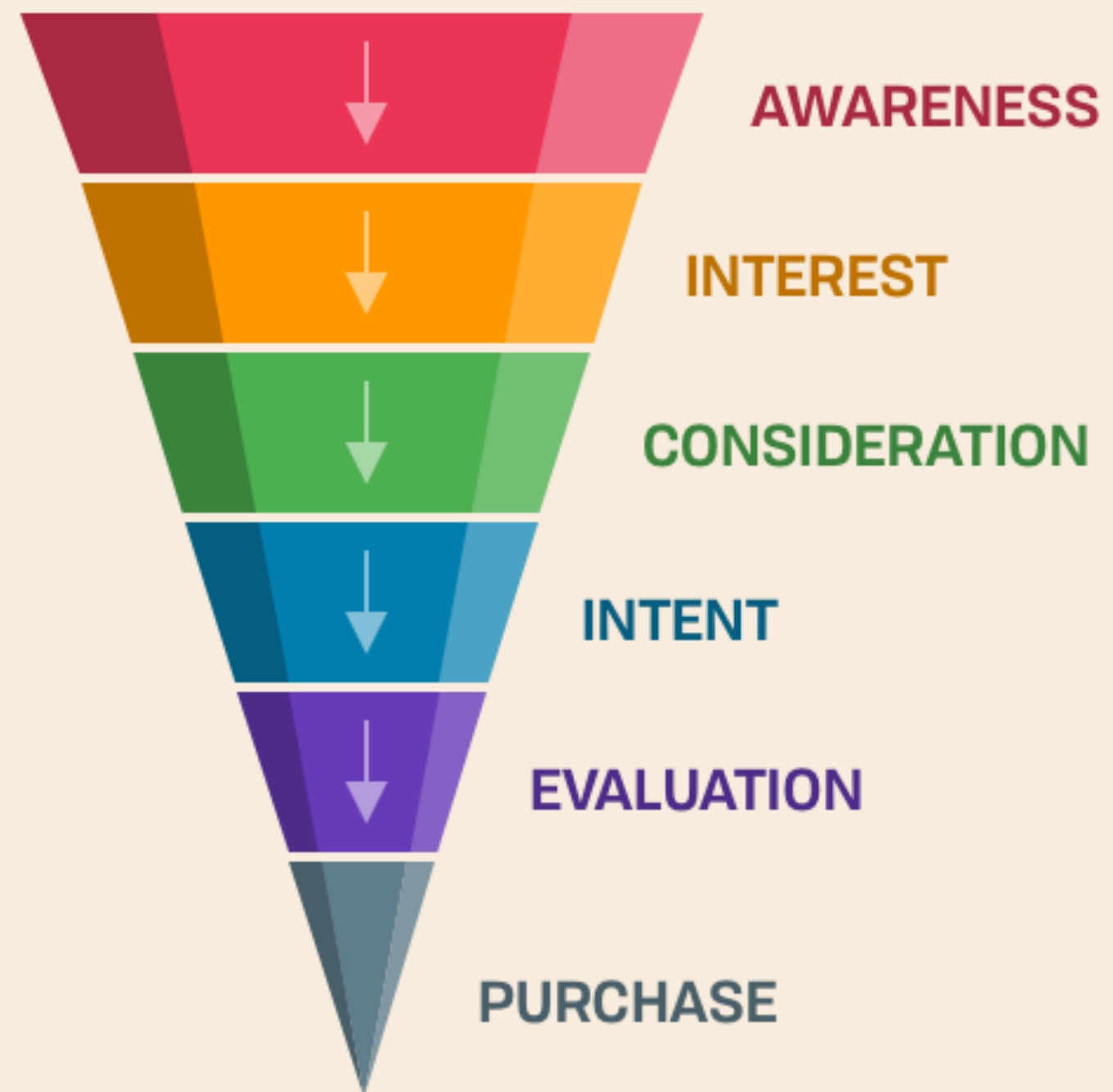
culture

the balance of the rewards and benefits that are received by employees in return
for their performance at the workplace

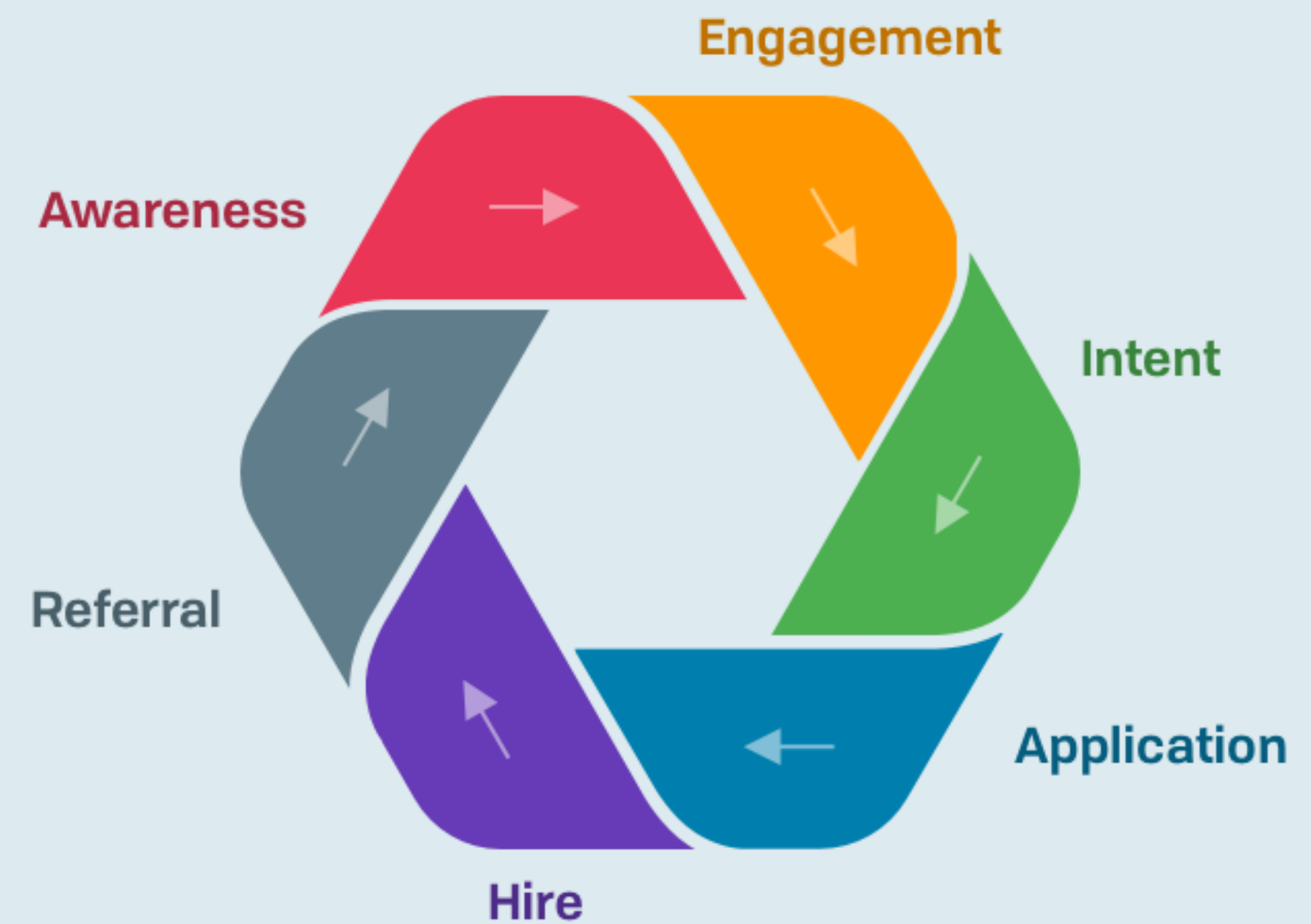
Candidate Relationship Management

the analysis, planning and optimisation of all candidates touch points with the brand and the resulting positive / negative experience for the candidates

Traditional Marketing Funnel



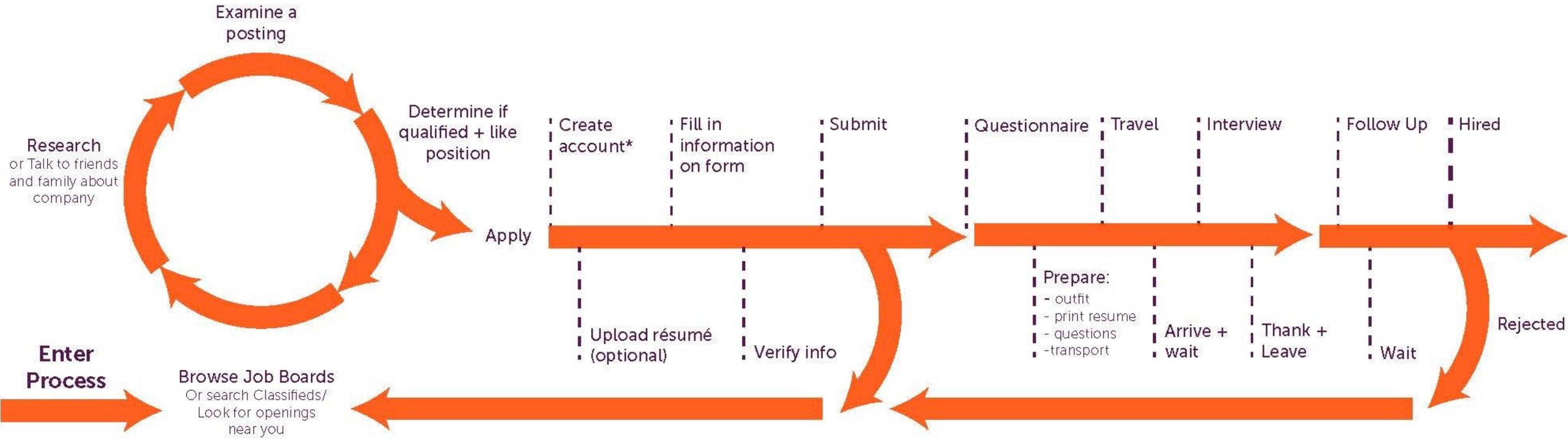
Candidate Engagement Cycle



candidate experience journey



DOING

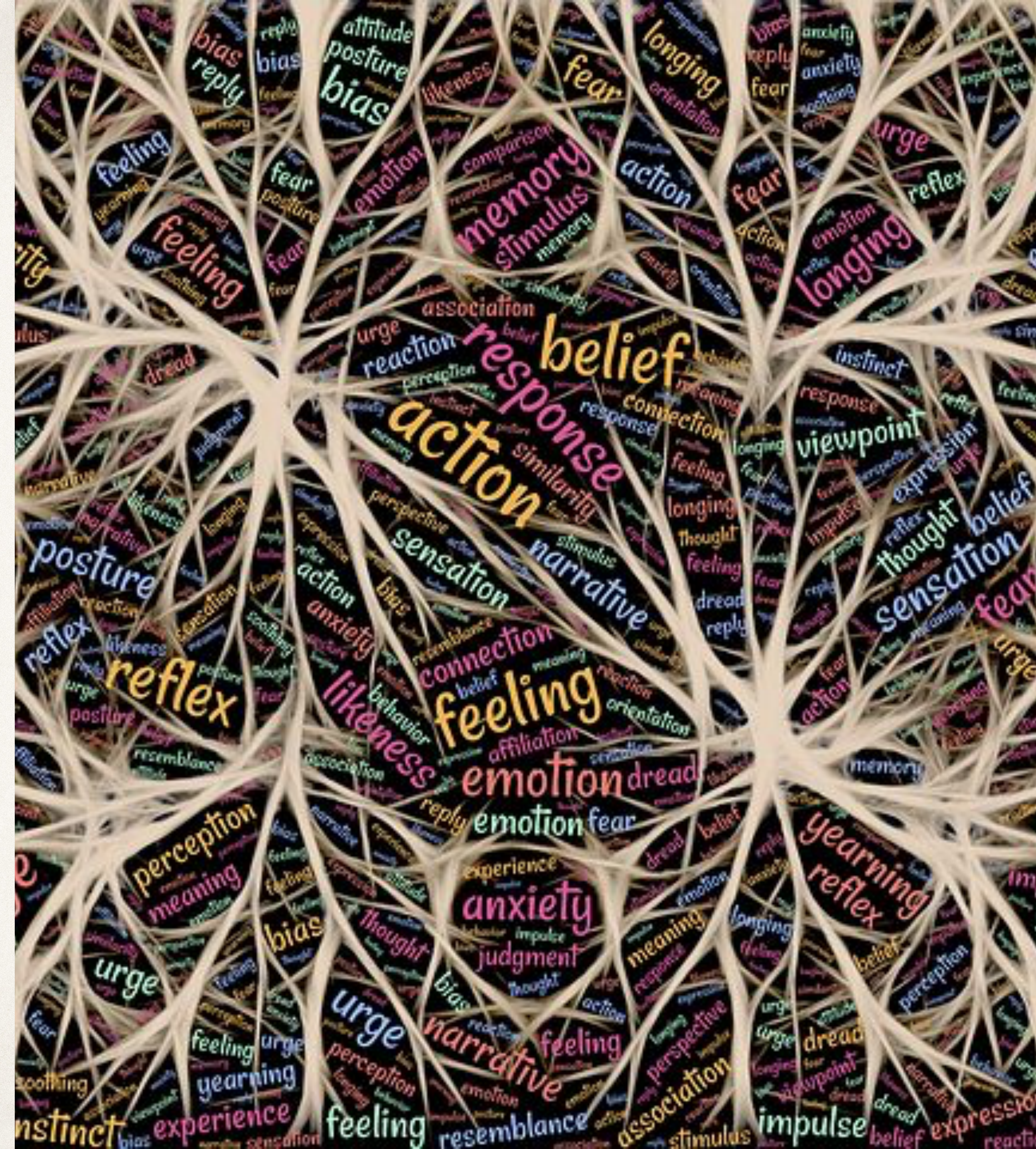


Candidate Experience Studie



80% of the candidates explain to their friends and acquaintances about their application experience

25% share their experience in the social media



why Microsoft acquired LinkedIn?

“After pornography, gambling and shopping, content is
the most valuable service internet companies provide.”

– *Grant Feller on Forbes*



yellowduckmarketing.com



textkernel_hr suite

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Document date ▾

Last job title ▲

Nice to have ☐ Must have ☒

Job title ▾

Job codes ▾

Job group ▾

City ▲

Postal code or city

Nice to have ☐ Must have ☒

Employers ▲

Years of experience ▲

Last job title java developer +2 x City Boston, MA @ 50 miles ▾ x

Textkernel (~)

Dice (319)

LinkedIn (~)

Indeed (~)

Github (~) »

Actions ▾ Save Candidates Compare Candidates

319 results

☐	Rishi Kumar / SCJP (Sun Certified JAVA Programmer). at DST Interactive Systems / Boston, MA	☆ ▾
☐	Sandeep Singh / Java Programmer at / Boston, MA	☆ ▾
☐	Sandeep Singh / Java Programmer at / Boston, MA	☆ ▾
☐	Sandeep Singh / Java Programmer at / Boston, MA	☆ ▾
☐	Mehmet S. / Senior Java Programmer at AT&T / Boston, MA	☆ ▾
☐	Vishal Sharma / Java Programmer at mHealth Research Group / Boston, MA	☆ ▾
☐	Chaitanya Jaiswal / java developer at AT & T / Boston, MA	☆ ▾
☐	Himanshu Kumar / Senior Java Developer at First Data Corporation / Downtown, MA	☆ ▾
☐	Munir Elmaghrabi / Java Developer at State street bank / boston, MA	☆ ▾

textkernel



textkernel

B-Freemmployee

personal profile

- responsibilities / experience
- responsibilities / interests (further development, learning-by-doing, life-long learning)
- team roles evaluation
- availability (hours per week)

MarCom project / division

- responsibilities to be covered
- 3 scenario to cover up (matrix internal/ external solutions)
- team building and process monitoring
- agile project management

customised proposals for qualification &
certificates
subscription for MarCom news & events

B-Freemmployee

the big gains

for the company

- ✓ measurable result oriented MarCom solutions
- ✓ flexible sourcing
- ✓ better performance through higher satisfaction and custom-made teams
- ✓ risk reduction and MarCom balance of in/out-sourcing

for the candidates

- ✓ opportunity for development
- ✓ opportunity to become a coach and share experience / to get know-how and experience
- ✓ higher satisfaction through 'touchable' results and diversity of responsibilities

for the society

- ✓ ongoing life-long learning
- ✓ experience transfer throughout generations
- ✓ agile working approach to enhance the overall work satisfaction
- ✓ benchmarks across industries hence performance improvement

