successfactors™
An SAP Company

Recruiting

Are Your New Hires Making an Impact on Your Business?

Hiring the best talent is still a competitive sport. You have to be better, faster and more nimble than your opponent to get the hires that will drive your business forward. But, do you know what's working and what's not? Are your sourcing strategies attracting the right candidates? Is your website engaging them? Is your talent pool growing? Is your selection process effective? Are you moving the needle?

SuccessFactors' award winning Recruiting Dashboard™

Unfortunately, many companies are struggling to answer these questions with strategies and technology that are not keeping up with the pace of change in the recruiting market. Replacing a bad hire can cost as much as 3 times that individual's annual salary. That's moving the needle backwards! It's harder to measure the cost of not knowing about the perfect candidate for the job, or losing a good candidate due to a poor website, but it's always costly in a competitive market.

### SuccessFactors Recruiting has a comprehensive approach that can help

SuccessFactors has created an end-to-end Recruiting Execution platform that incorporates a full Recruiting Marketing solution to improve the ability to identify, attract and engage the right candidates and a complete Recruiting Management solution to improve the ability to select and hire the best candidates faster. The combination creates a next generation set of tools that will take your recruiting to the next level. And, as part of the SuccessFactors Business Execution suite, it becomes an even more powerful part of your overall talent strategy.

SuccessFactors Recruiting is a complete recruiting execution solution that helps companies hire better by attracting, engaging and selecting the best fit talent.

Recruiting Marketing – Attract & Engage Better

You may be throwing away money on the wrong job advertising strategy. But, how do you know what works? Social networks, job boards and corporate career sites are not enough to find the best talent anymore. You need a personalized, interactive, multi-channel approach that gets your jobs in front of the **right candidates** with the **right message** at the **right time**. SuccessFactors Recruiting Marketing gives you the tools you need to take control of the rapidly-changing world of social networks, search engines and mobile devices. Every job opening becomes a marketing campaign, so that it shows up just when, and where the right candidates are looking for it, whether that's on their mobile device, or their favorite social network.

But, attracting the right candidates is only the first step. Most candidates (as high as 90%) will not apply the first time they see an opportunity. You need to capture their attention, create interest in your company and encourage them to sign up for more information so that you can keep them engaged until the timing is right. SuccessFactors interactive solution enables you to initiate relationships and maintain contact in a systematic fashion with sophisticated automation. This means less work for recruiters with more return on investment.
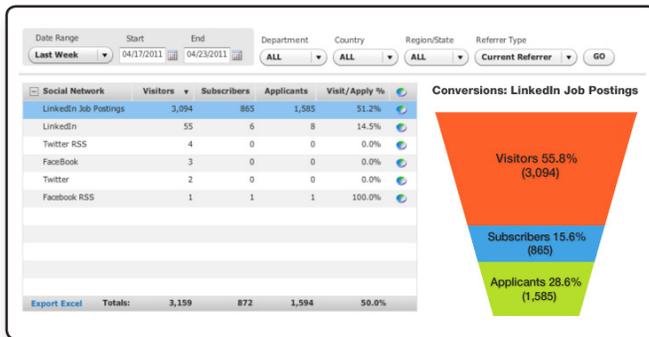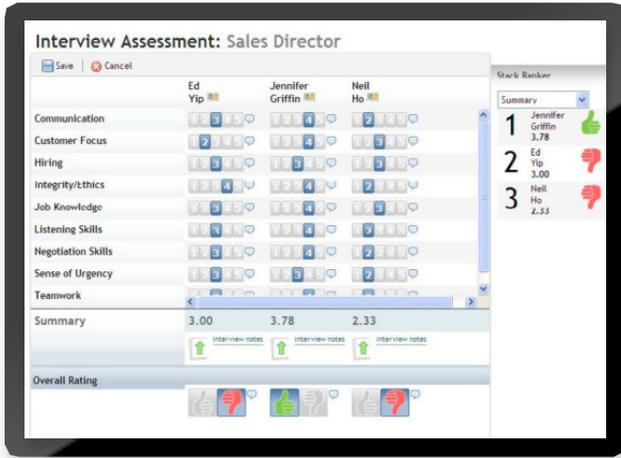
Competency-based interviewing = fast & fair

Mobile recruiting keeps things moving

SuccessFactors award winning Recruiting Dashboard™ is how you know what's working. Measure 100% of your career site visitors and applicant traffic. Finally, you'll have total visibility to the metrics you need, helping you maximize how you spend your recruiting dollars and allow you to focus on the strategies that most effectively drive down your cost per hire.

Recruiting Management – Select & Hire Better

SuccessFactors Recruiting Management helps you create an objective, collaborative, and mobile selection process that's simple, yet effective.

With an experience that's as intuitive as that of popular consumer sites, SuccessFactors Recruiting ensures that occasional users, like hiring managers, don't get left behind. A unique one-page candidate application, simple candidate feedback process and the ability to customize views and workflows makes hiring easier for everyone.

Built-in integration with our collaboration solution — SuccessFactors Jam — makes it effortless for everyone on the interview team to initiate and capture discussions about candidates.

Social referral tools ensure that every employee and potential candidate is connected back to you, through social networks, which extends your company's reach with viral job distribution through LinkedIn, Facebook, Twitter and email.

You can't keep candidates waiting and you can't always wait on input from hiring managers. The best way to keep things moving is to make the process mobile. It's never been easier to submit candidate feedback after (or even during!) an interview from a smart phone or tablet. And managers can approve requisitions or offers wherever they are.

Built for Business Execution

How do you know you're driving business results with your hiring? As part of SuccessFactors Business Execution suite, recruiting decisions become tightly integrated with your strategies for workforce planning, succession, onboarding, and internal mobility. And your recruiting processes are informed by data from performance reviews, career planning and learning programs. Built-in recruiting insights ensure that you can measure the impact of your hiring by answering the strategic questions such as:

- What segments of the organization have the most unfilled positions?
- What percentage of critical roles are unfilled?
- Which recruiting sources produce the most successful candidates?
- How many candidates are we attracting for critical roles?
- Do our employee referral applicants convert at a higher rate?

SuccessFactors Recruiting transforms the hiring process into a more strategic and measurable part of a complete talent strategy by combining an intelligent and social Recruiting Marketing platform with a mobile and collaborative Recruiting Management platform that together deliver real business results as part of the SuccessFactors Business Execution (BizX) suite.

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