

4 Tips for **Effective Global Recruitment** for Multinational Companies

Deliver a Consistent, but **Tailored Candidate Experience**

Use **One Integrated Global Platform**

Improve Talent Acquisition by **Tracking and Analyzing KPIs**

Ensure Compliance by Country and Region

Attracting Talent is **#1 Priority** of Global C-Suite Executives

Around the world companies are facing the highest talent shortage since 2007. It's hardly surprising that the recent Conference Board's annual global survey of 800 CEOs and over 600 other C-Suite executives, from the United States, Asia and Europe, found that the C-suite's top priority is now attracting top talent, ahead of disrupting technology and recession.

As a result, employers are aggressively looking for new ways to engage job candidates. In 2018, \$4 billion was invested in HR technology, nearly four times what was invested in 2017.

This guide provides the four keys to recruit globally, derived from supporting more than 4,000 companies that hire four million people a year.

1. Deliver a Consistent, but Tailored Candidate Experience

Recruiting internationally is complex at the best of times. But when nearly every major market, and industry, is facing a tight recruitment landscape, its infinitely harder. The key to success is to deliver a consistently high-quality experience, tailored to candidates by their country, culture and hiring type.

Treat candidates like consumers by:

1. **Delivering your career portals in multiple languages** so candidates can search and apply for jobs in their native language, reducing drop-off rates and improving candidate experience.
2. **Reducing applicant drop off rates** and bypass third-party job boards by driving candidates to your career portal right from their Google search.
3. **Making your career portals intuitive** with a search engine that uses natural language context cues such as acronyms or misspelled words.
4. **Simplify the application process** as much as humanly possible so candidates can complete it quickly.
5. **Nurturing talent pools** by sharing company information and new job openings in personalized automated emails with a candidate relationship management software.
6. **Using text messaging** to engage candidates more effectively than email, increasing response rates.
7. **Incorporating AI-powered chatbots** so candidates can get the information about your company they need 24/7/365.
8. **Making the offer letter process easier** and improving job offer acceptance rates by eliminating costly and time-consuming process to create, approve, extend and track personalized job offers with an offer management solution.
9. **Ramping up new hires quickly** with automated onboarding processes and tasks such as the completion of new hire paperwork.



"One of the things that's great about working with iCIMS is that they really obsess over the candidate experience. Unlike providers that potentially have various offerings, it brings joy to work with somebody who knows the space - allowing us to think about how we craft our experience depending on where we put the tool in different geographies."

77% of organizations using a best-of-breed recruiting solution experience a consistent candidate experience, compared to only 35% with an enterprise resource planning (ERP) system [used for recruitment].¹

2. Use One Integrated Global Platform

With a single global integrated platform, recruiters in every geography utilize the same system, access the same candidate data, improves recruiters' productivity, enables your IT team to support talent acquisition strategy and tracks against KPIs for executive leadership.

A single integrated global platform significantly simplifies the complexity of hiring internationally by:

1. **Improving productivity** by eliminating the need for recruiters and hiring managers to log into separate systems or re-enter information.
2. **Driving best recruiting practices** by standardizing processes and workflows among disparate locations.
3. **Integrating all your preferred software solutions** from background screening to candidate assessments to create one candidate system-of-record.
4. **Selecting a solution provider with prebuilt integrations** to all your recruitment applications because building and maintaining all software customizations and system integrations is costly, time consuming and disruptive, specifically to your IT department.
5. **Keeping candidate data secure** with a cloud-based based located in top-tier international data centers.
6. **Seamlessly transfer new hire data** into your company's human capital management/payroll provider.

SPOTLIGHT:

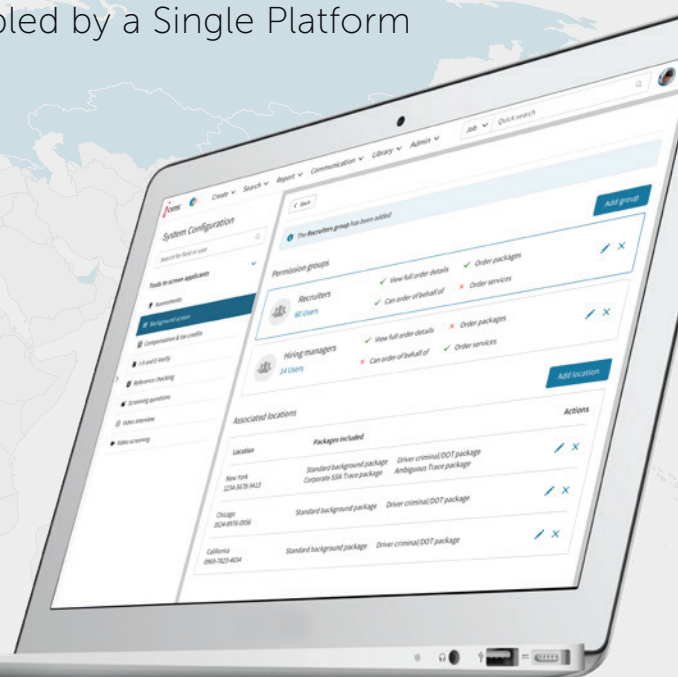
Hard Rock International's Global Expansion Enabled by a Single Platform

Between 2007 and 2018, Hard Rock International added 95 properties across 75 countries, doubling its workforce.

On a given day, Hard Rock manages thousands of candidates through the hiring process, across the world, relying heavily on automated processes. The key to their success was the iCIMS Talent Cloud that enabled them to unite best-in-class solutions that efficiently source, engage, screen, hire and onboard more than 25,000 employees.



As a result, Hard Rock increased their candidate response rate by 50% and completion rate of assessments by 90%.



3. Improve Talent Acquisition by Tracking and Analyzing KPIs

Because you can't improve what you can't measure, using a single recruiting platform and workflow will serve-up key metrics across every facet of your hiring process.

With robust analytics, you will be able to analyze every facet of your recruiting activities and investment at the local, country, regional and global level. At the business level, you will be able to provide transparency and drive accountability across the company.

Use the following metrics to track and improve talent acquisition globally:

1 Source-of-candidate analytics and performance measurements

link marketing investments to recruiting outcomes, to improve time-to-fill and candidate-to-employee conversion rates.

2 Candidate satisfaction surveys

allow you to gather honest feedback after applicants participate in your hiring process.

3 Source of applicants and hires

shows the percentage of your overall applicants and hires that entered your candidate pipeline from each recruiting channel or source. Tracking this can help you determine the recruitment channels you should invest in for the most ROI.

4 Application completion rate

helps measure the success of your job application platform and process. If you have a low application rate, this may mean candidates are frustrated with your application process resulting in abandoned job applications.

5 Time-to-hire

measures how quickly you were able to identify the best candidate and how long your recruiting process takes for candidates to receive an offer. Measuring time to hire helps you identify bottlenecks in your recruitment process, so you can make improvements.

6 Offer acceptance rate

provides insights into a company's recruiting process and overall strategy. Low acceptance rates give reason to examine salaries, benefits and the application experience as possible reasons why candidate do not take offers.

50% of global talent leaders see data as extremely important in shaping the future of recruiting.²

SPOTLIGHT:

Esurance Slashes Cost-to-Hire by 41%, Time-to-Hire by 10 Days, within 1 Year

Esurance, which was founded as a Silicon Valley startup in 1999, reinvented the insurance industry by selling directly to consumers, bypassing the traditional agent and independent broker network. One of the keys to its success was attracting the best and brightest talent, including from tech giants such as Apple and Google.

By carefully tracking its KPIs through the iCIMS Talent Cloud, in 2018, Esurance reduced its:



Cost-per-hire decreased by 41%.



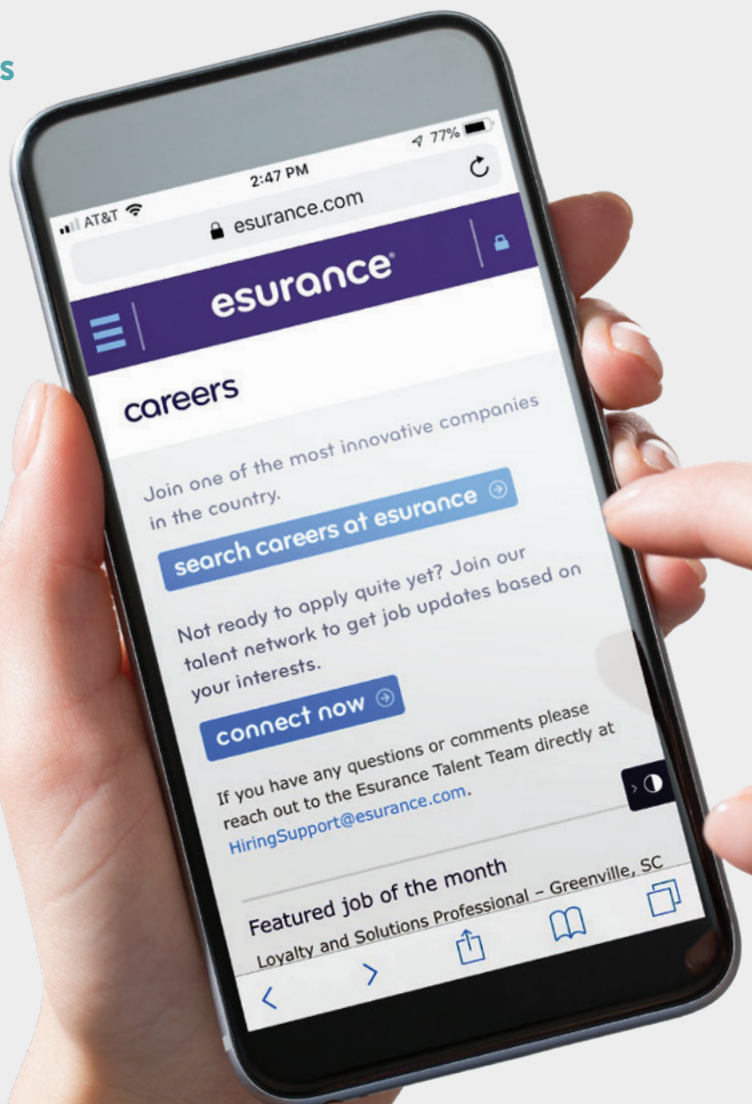
Time-to-hire from industry average 42 days to 32 days.



Candidates' time-to-apply from 45 to just 5 minutes.



Improved its candidates NPS by 36 points.



4. Ensure Compliance by Country and Region

Global talent acquisition requires a thorough understanding of varying legislation across every state, country and region. You need a solution with the functionality to support local country operations and regional statutory requirements.

The most impactful compliance requirements on a global company is the European Commission's General Data Protection Regulation (GDPR).

Use a platform that will adhere to the following:

1. Enable key GDPR-related career portal messaging – candidate consent, notice and data subject data request – for candidates.
 2. Allow your candidates to request their data and have functionality in place so you can easily export their applicant data and send it to them in a .ZIP file format.
 3. Report on the volume of personal data requests you receive, and purge candidates' profiles as requested.
-



"iCIMS has helped our business internationally by allowing us to have the flexibility to use solutions that function in compliance with local laws but also provide global reporting and compliance where we need standardization."

What's Next

GDPR is important for you to consider it applies to all companies processing personal data of EU citizens regardless of where the company itself is based. But it's just the beginning.

While the U.S. federal government has yet to pass any sweeping nationwide legislation, there is various new regulations from state and government agencies including:

- California passed a data privacy law, the California Privacy Act of 2018 (CCPA), which goes into effect in 2020, mandating enhanced consumer data protections including the right to know what personal information a business has collected about them, ability to opt-out of having their information sold, right to have their information deleted, and the right to receive equal service and pricing even if they exercise their privacy rights.
- In April 2019, the Federal Trade Commission will hold hearings to reexamine their approach to data security and privacy matters.
- Even the U.S. Chamber of Commerce, the nation's powerful pro-business organization is calling on Congress to pass comprehensive federal privacy law.



How iCIMS Enables Global Recruitment

1. Consistent but Tailored Candidate Experience

Build talent pools of interested, qualified candidates with **iCIMS' Candidate Relationship Management**

Hire faster with **iCIMS' Text Engagement**, text messaging, live chat and AI-powered natural language processing solution.

Differentiate your candidate experience with the world's leading applicant tracking system, from **iCIMS' Applicant Tracking**

Get offer letters out quickly and error-free with **iCIMS' Offer Management**

Ramp up new hires for success with **iCIMS' Onboarding**

2. Single Seamless Platform

Integrate all your talent acquisition solutions to create one global talent profile

3. Improve ROI with Analytics

Link your recruitment activities and investments to metrics including cost and time-to-hire, to improve talent acquisition

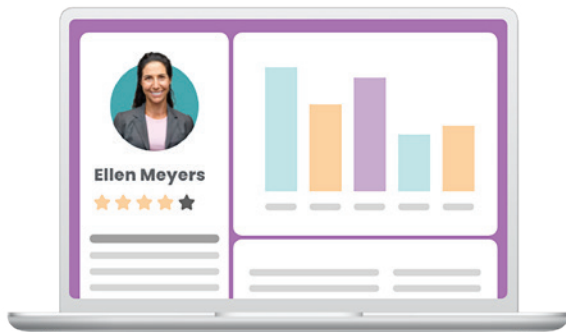
4. Ensure Compliance

Across every country and region



icims®

The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action