

A background image showing three people in a professional setting. On the left, a man with glasses and a beard is smiling while looking at a laptop. In the center, a woman with long brown hair is smiling and looking at her smartphone. On the right, a woman with curly hair is smiling and looking at a tablet. The image has a semi-transparent dark overlay.

icims®

— An inside look: —

The Experience
Candidates *Crave*

SETTING THE STAGE:

POWER TO THE CANDIDATE

Recruiting amazing talent means understanding the lifestyle of today's job seekers.

The competition for great employees is intense, especially when filling specialized positions. Desired candidates are often conducting their job searches while already actively employed, requiring flexible, mobile and personalized communication approach that matches consumer-like expectations set by popular brands.



of candidates are completing the job search while still at their current jobs.¹



1. Recruiting.com, Is Text Messaging the New Email for Recruiters?
2. SHRM, The Most Sought-After Talent Prefer Mobile Recruitment, 2016



CANDIDATES WANT A FLEXIBLE RECRUITMENT EXPERIENCE

Solve recruitment challenges at every stage of the hiring process through mobile communication.

JOB SEEKERS WANT TO FIND RELEVANT OPENINGS FAST

THE RECRUITER CHALLENGE

Making initial contact with candidates who have hectic schedules is difficult.

Successful sourcing checklist:

- ✓ Jobs are posted on highly-trafficked job boards and social networks.
- ✓ Positions appear as top results on Google and direct candidates right to the application.
- ✓ Openings are shared proactively by promoting a simple keyword for interested job seekers to text.

Jobs that are left unfilled cost an average of

\$500 PER POSITION, PER DAY,

due to lost productivity and recruiting efforts.³

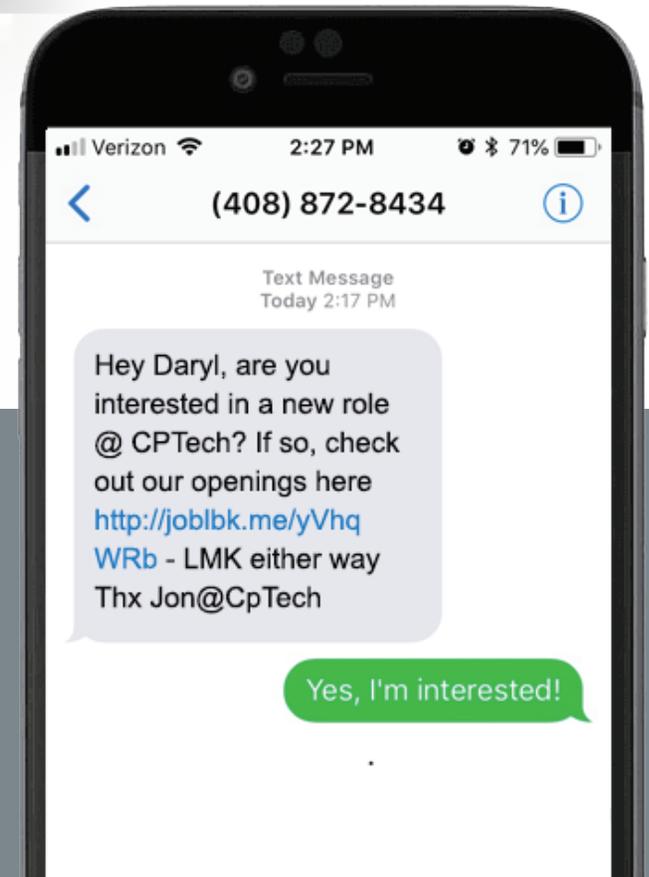


STACKING UP AGAINST TODAY'S TECH:

Think about the way online retailers tailor purchase recommendations to consumers through mobile applications and social media to create a personalized shopping experience.



48% response rates were seen when Trilogy turned to text message.



"By utilizing text messaging in our blasts, we got a much better response rate than we ever got with email. It was significantly easier to fill our open positions."

- John Turner, HR technology analyst

CANDIDATES PRIORITIZE MOBILE APPLICATIONS

THE RECRUITER CHALLENGE

Candidate frustration from wasted time or difficulty can lower completion rates.



Only 1 in 3 employers have applied to one of their companies' jobs to see what the process is like; of those who have, only 46% report a good experience.⁴



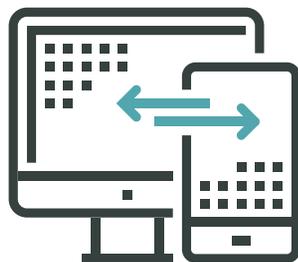
1 in 5 job seekers won't finish an application if it takes them over 20 minutes to complete.⁵



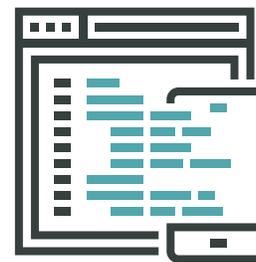
STACKING UP AGAINST TODAY'S TECH:

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Companies that offer busy consumers the ability to mobile order everything from plane tickets to coffee ahead of time through previously saved information are more likely to drive business.

PROVIDE SOME FLEXIBILITY



Offer mobile applications that make it easy to upload information from a social network or cloud files to store for future openings.



Provide access to applications right from a text inbox instead of requiring desktop startup and decreasing the likelihood of completion.



Encourage mobile communication between candidates and recruiters to answer questions and confirm an application has been received.

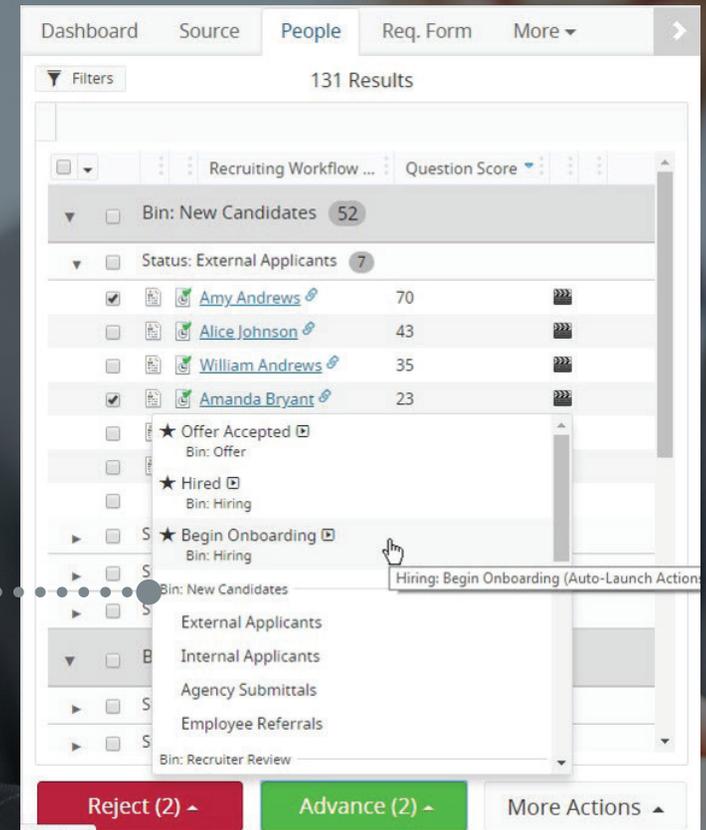
BEING LEFT IN THE DARK DURING INTERVIEWS CAUSES DROP OFF

THE RECRUITER CHALLENGE

Multiple layers of screening can delay hiring decisions and leave candidates feeling uninformed.

66% of candidates consider a job lost if they have to wait more than two weeks to hear back from an employer.⁶

6. CareerBuilder, Candidate Experience Guide, 2017



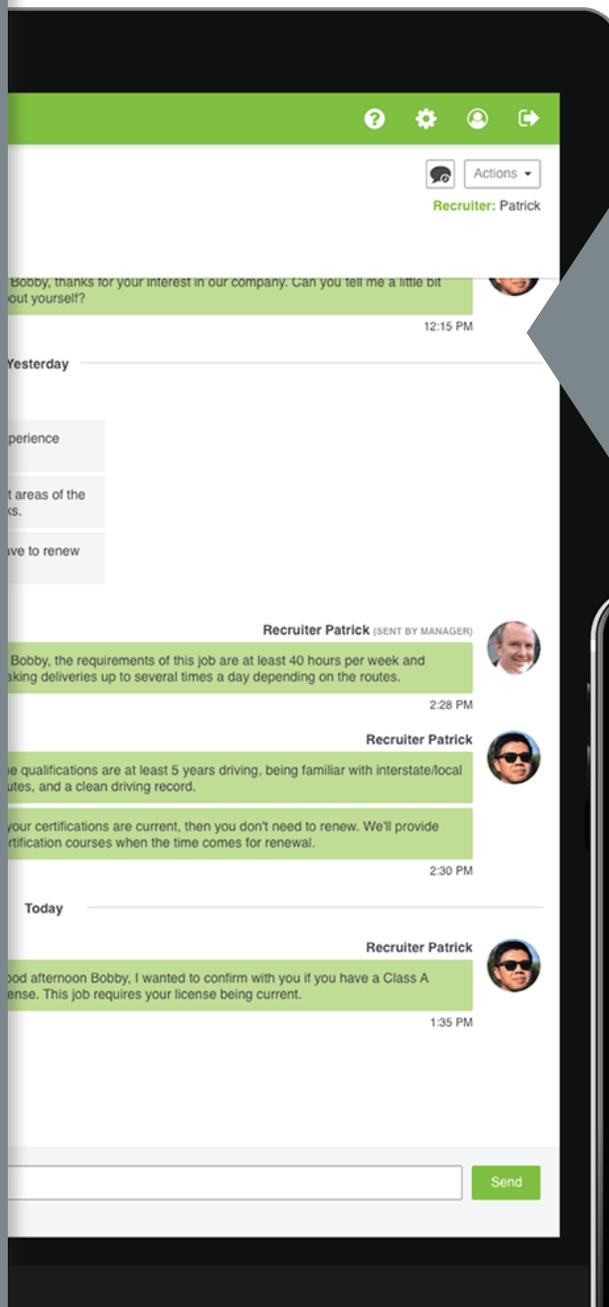
Increase interview efficiency with regular status updates.

Timely hiring decisions are easier with the ability to move candidates through job-specific workflows and to view third-party screening results all within a robust applicant tracking system.



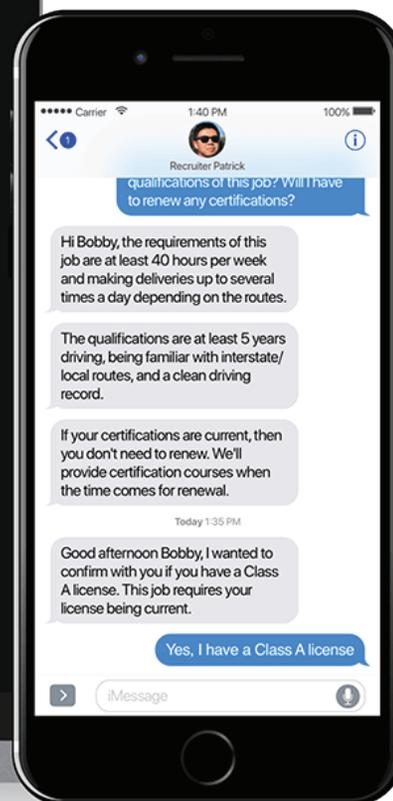
STACKING UP AGAINST TODAY'S TECH:

Proactive package updates sent to a consumer's phone ease the stress of worrying about when an item may arrive, any delays that may occur and where the item is located at any given time.



81% OF CANDIDATES

say continuous status updates would greatly improve their overall experience.⁷



1 IN 10

Americans are "smartphone only" users, relying completely on their phone with no traditional internet service.⁸

7. CareerBuilder, Candidate Experience Guide, 2017
8. Pew Research Center, Mobile Fact Sheet, 2018

NEW HIRES GROW CONCERNED WHEN THEY DON'T FEEL PREPARED FOR THEIR FIRST DAY

THE RECRUITER CHALLENGE

Once an offer is extended, setting a new hire up for success often requires a lot of paperwork and time, which can lead to a lack of communication and a frustrating experience.

Employee unhappiness and disengagement costs U.S. companies between

\$450 and \$550 billion a year.⁹

40%

of candidates experience a lack of communication between the acceptance of a job and their first day of work.¹⁰

9. Gallup, Report: State of the American Workplace, 2016
10. CareerBuilder, Candidate Experience Guide, 2017



STACKING UP AGAINST TODAY'S TECH:

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Ridesharing applications allow passengers to identify key information about their driver and trip cost prior to the ride, ensuring preparation and easing frustration for the consumer.

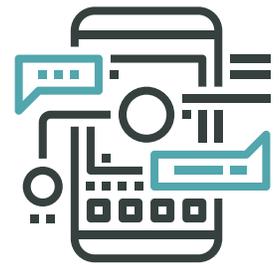
MAKE THE WAY YOU WELCOME NEWLY HIRED TALENT MEANINGFUL



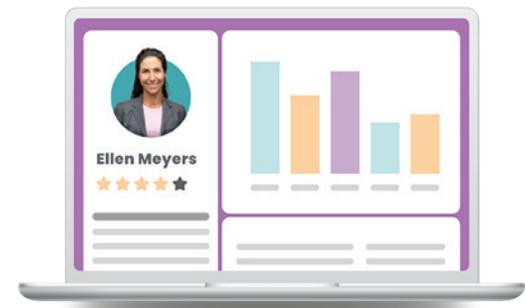
Automate manual and potentially error-ridden processes with an onboarding solution that organizes new hire tasks before the first day.



Eliminate fear of the unknown by encouraging new hire questions through text messaging with a dedicated point of contact.



Send regular text updates as the first day approaches to keep new hires excited and eager to hit the ground running with no stress.



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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