



The Talent Exec's Guide to

RECRUITING WITH TECH

Learn How to Deliver Immediate Results with Your CRM

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What We'll Cover in the Guide

For years, CRM software has helped recruitment teams engage and manage candidates. And yet, for some talent execs, its value is still unclear.

What's the disconnect?

There are a few factors:

- Underutilization of the software's capabilities
- Inability to report on impact and results
- Lack of full integration with other HR solutions

At iCIMS, our business is empowering talent teams with tech to attract, engage, hire, and advance their best talent. In this guide, we'll show you how you can overcome these obstacles to get all the value and benefits of this powerful software.

▶ **If you're in that group that's yet to see the value of CRM, read on.**

Learn how software can help your teams:

- Drop manual tasks
- Increase productivity
- Engage smarter (and more easily) with candidates

The result: A talent acquisition team that's now free to engage in the meaningful, satisfying work you hired them for – bringing on top talent to move your business forward.

Prioritize your hiring team's experience to reach your hiring goals

Successful recruitment requires continuous building and maintenance of candidate relationships to facilitate hiring. That's hard to do in a fast-paced environment without tech and automation.

What's your team's experience as they work to bring on new talent? Are manual tasks slowing them down? Could automation free them up for more one-on-one engagement?

CRM tech automates redundant tasks allowing recruiters to focus their resources on cultivating meaningful relationships with active and passive candidates. Without a talent pipeline, recruiters must source from scratch every time a new role opens. That's a drain on time, money, and your team's energy.

CRM features and benefits that help recruiters work smarter:

Features

- Customized candidate fields
- Reporting/metrics
- Talent pool building and sourcing
- Incorporated chat tools
- Event management
- Multi-channel integration
- Profile matching
- Referral management
- Robust search
- Automated email campaigns
- Virtual career fairs
- Configurability

Benefits



- Speed up time to fill



- Lower the cost of vacancy



- Improve the quality of hires

Reach your business goals on time and on budget

If your talent team had a magic genie, what would they wish for? After unlimited wishes, it would be more time and more money.

Today's CRM tech delivers on those wants.

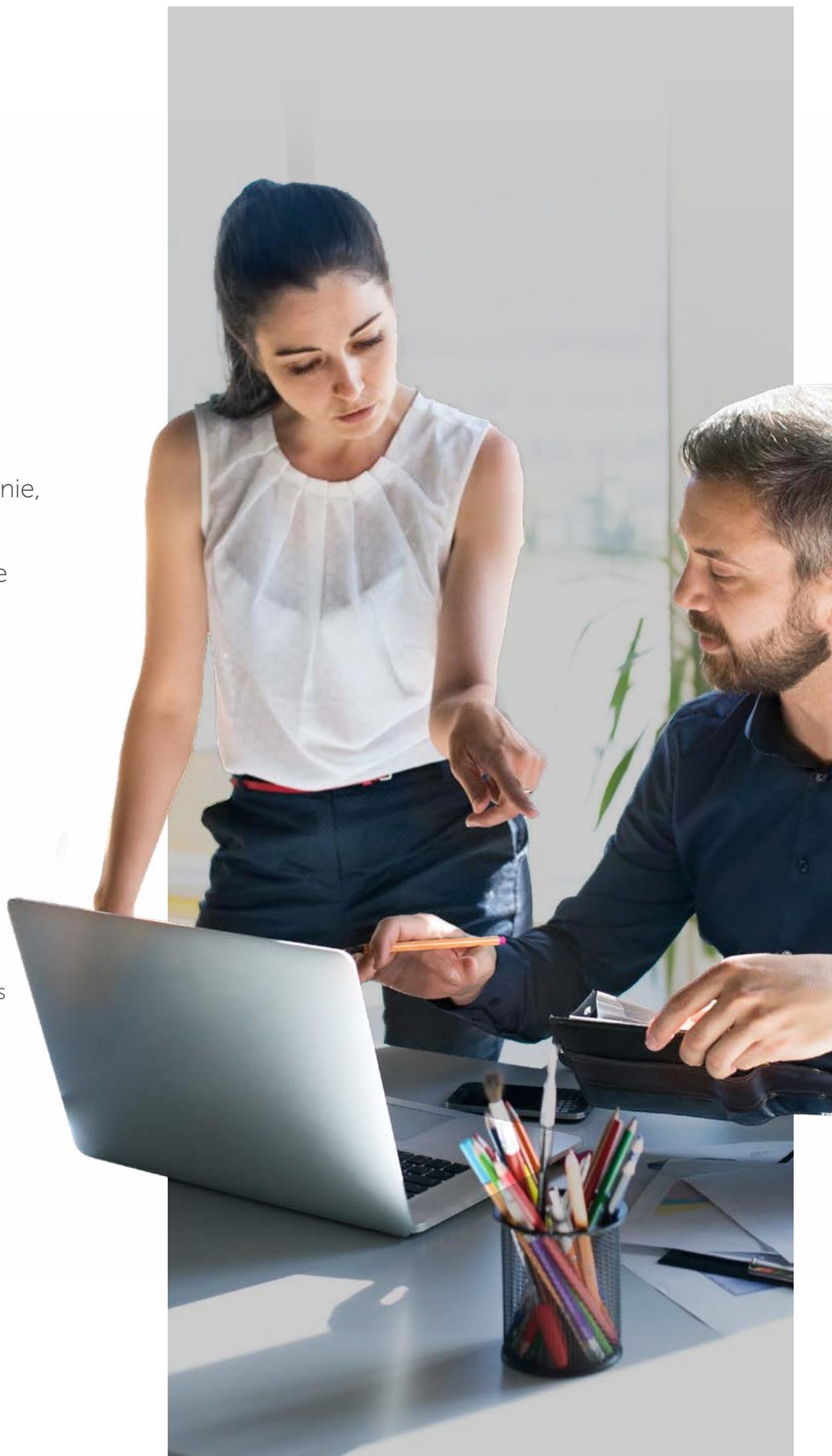
▶ The two main objectives of CRM tech are to help users:



Save Time: Build relationships now with potential hires to reduce time to fill and improve the quality of hires.



Reduce Cost: Lower the cost of vacancy and speed up time to hire to meet your goals and prepare for the future.



The insights you need. The experience your team wants.

To help explain the value of CRM features, we've bucketed the top capabilities into time- and cost-saving features.

Time-saving features



Create a pipeline of candidates to fill open positions faster

Remove mundane recruiter tasks so that your team has more time to make informed hiring decisions and stay ahead of the competition.

Source from job seekers who have already expressed interest in your company, previous silver-medalist candidates, and applicants you've met at recruiting events or found through networking platforms.



Save time and keep candidates informed and engaged with automated campaigns

Recruiters and recruitment marketers can keep groups in their talent pipeline actively engaged with personalized, branded email campaigns. CRMs include templates that make this process easier, but recruiters can significantly improve the candidate experience (and their own outcome) with campaign variables that keep candidates interested and informed about topics relevant to their career aspirations. Campaigns with company updates, new job openings, images, links, and videos all keep candidates focused on your organization. When the right job becomes available, your team will be ready.

Review candidate information within the CRM, invite them to apply for open roles, and even add candidates to talent pools for future engagement via email campaigns.



Find the most qualified candidates for your open jobs with robust search and profile matching

Finding the best fit candidate is painless when your CRM tracks interest and activity. Quickly prioritize top prospects with robust search by filtering for role, skills, and location. With a talent pool narrowed to top candidates, you'll reduce time to source and hire, and save your team's energy for engagement.

Advanced CRM can also surface your most qualified candidates instantly with machine learning (ML) algorithms powered by artificial intelligence (AI). AI and ML algorithms search your CRM talent pool with keywords as broad as a job description or as granular as education level. Robust searching capabilities ultimately lead to simplified and accurate profile matching.

With profile matching, you can spend less time sorting through people in your talent pool and more time connecting with candidates.



Ease your admin tasks and streamline the experience for both the hiring team, and the job seeker

With collaborative software, recruitment marketing, applicant tracking, and all the other HR solutions your organization uses no longer need to live in silos.

Consolidate talent attraction and engagement tools (such as multiple career sites and CRM initiatives) from multiple applicant tracking systems into one integrated, front-end platform to remove redundant tasks, eliminate lag, and improve your team's satisfaction.

Cost-saving features



Gain actionable insights into active and passive job seekers with visual dashboards and reports

Visual dashboards help you track the effectiveness of your recruitment marketing investments and adjust to fill gaps. For instance, for analytics-driven companies, dashboard metrics reveal real-time measurement of candidates-to-applicant conversion rates for active and passive candidates.

Add more insight with activity level reporting, which tracks candidate interest and activity to help prioritize your most engaged prospects first.



Leverage talent pools to build lasting relationships with the talent you need

Build and reinforce connections with talent you attract through all your marketing efforts (advertising, events, etc.) and maintain an active pipeline of potential hires. Through continued engagement with interested candidates, you can reduce the time, effort, and even investment required to fill new job openings. When you have a new job posting, simply look to your own talent pool first.

This reduces your reliance on third-party job sites and saves you money.



Target ad spend by partnering your CRM and applicant tracking system

This integration allows you to pull data that helps determine where to best put your recruitment marketing dollars.

Source analytics give a transparent view of where candidates come from to assist in advertising strategies, helping you save money.



Manage, execute, and report on events - all from one single source

Join successful recruitment teams that implement both live and online events. Capture and convert candidates with event management capabilities to effectively manage logistics, communication, and reporting to drive success.

Virtual career fairs are a cost- and time-saving way to expand your hiring pool. These chat-based online events allow job seekers to connect with your team, regardless of their location or time zone.

Virtual events offer hiring teams built-in audience targeting and promotion, plus branded and AI-enabled engagement.



Boost the power of your CRM with advanced candidate communications

Text messaging, chatbots, live online chat, and other candidate communication channels capture and keep modern candidates' attention, enabling companies to better differentiate themselves and improve brand positioning.

Our research proves its value: 86% of people agree it would be beneficial to receive text messages during the job application process. A clear indicator that job seekers want an easy mobile channel to communicate with you.

CRM helps leading theme park operator hire 47,000 seasonal workers annually

With only 2,000 full-time employees to deliver a uniquely branded experience across 11 theme parks,

Cedar Fair must carefully and efficiently hire more than 47,000 seasonal, part-time associates.

Before implementing a CRM solution, Cedar Fair relied on a monthly manual process for recruiting — a complex web form that emailed web submissions to an inbox for review by hiring managers. Those limitations meant that Cedar Fair had no way to reengage the same hires year-over-year, a major obstacle as the company aims to rehire 35% of the previous year’s workforce. It was also a drain on its team resources, sucking up time that could have been spent on candidate engagement.

“We needed recruiting technology that could enable us to modernize our approach to hiring a high-volume seasonal workforce. With iCIMS, we’ve created efficiencies and improved candidate experience, which is important in today’s competitive labor market.”

Craig Heckman,
SVP, HR | Cedar Fair

At a Glance



FOUNDED:
1983

INDUSTRY:
Amusement Park Operations

HEADQUARTERS:
Sandusky, Ohio

NUMBER OF EMPLOYEES:
2,300 full-time
47,000 seasonal, part-time

iCIMS CLIENT SINCE:
2017

Modern retailer nurtures talent pipeline by engaging leads (and ditching manual tasks)

At Room & Board, a company of almost 1,000 workers, it was up to a team of four recruiters to manage a pipeline of top retail talent with only manual spreadsheets—a time-consuming process that didn’t leverage the team’s true talent for nurturing candidates. **The company transformed its hiring workflow by using CRM tech to streamline processes and automate previously manual tasks, freeing up recruiters to actively engage with candidates.**

Adding CRM tech allowed the team to turn a once arduous process of sending individual emails to leads into repeatable, automated campaigns that yield better results. Now recruiters nurture a pipeline of qualified talent by engaging leads with company news and updates, and by sharing relevant positions as they become available. CRM tech also helps Room & Board promote its employer brand in different markets throughout the country.

“Not only does our team appreciate the streamlining we have done, but the higher organization also recognizes how we’ve structured our workflows to better meet our needs today and for the future. With iCIMS we’re managing things collectively. It’s all in one system. It’s all about timing and staying engaged with candidates.”

Lynda Whittemore,
Talent Acquisition Manager | Room & Board

At a Glance

Room&Board

INDUSTRY:

Retail

HEADQUARTERS:

Minneapolis, Minnesota

NUMBER OF EMPLOYEES:

980

iCIMS CLIENT SINCE:

2008

RECOGNITION:

Certified by the Great Place to Work Institute®

KEY METRICS:

>15% employee turnover³

Evaluate how your current tech stacks up against industry standards

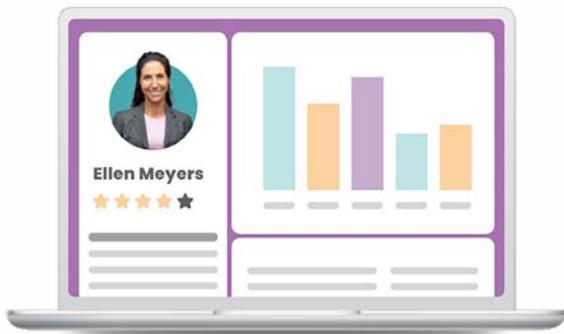
Use the grid below to see where your CRM rates on top capabilities

| Feature | Exists in CRM Today | Doesn't Exist in CRM Today | Need to Have |
|---------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------|--------------|
|  Automated email campaigns | | | |
|  Configurability | | | |
|  Virtual career fairs | | | |
|  Talent pool building and sourcing | | | |
|  Reporting/metrics | | | |
|  Customized candidate fields | | | |
|  Incorporated chat tools | | | |
|  Event management | | | |
|  Robust search | | | |
|  Referral management | | | |
|  Profile matching | | | |
|  Multi-channel integration | | | |



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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