

Jeff Weidner: Global Sourcing Science Executive  
IBM Corporation  
3/12/2014

# Reinventing Talent Acquisition – Innovating Candidate Engagement with Dramatic Results



# Jeff Weidner: Global Sourcing Science Executive IBM Corporation: Recruitment Process Outsourcing



[www.linkedin.com/in/jeffweidner/](http://www.linkedin.com/in/jeffweidner/)

Twitter: @sourcingsscience

19 years in Staffing Industry

Specialties Include:

Passive Candidate Sourcing and Screening

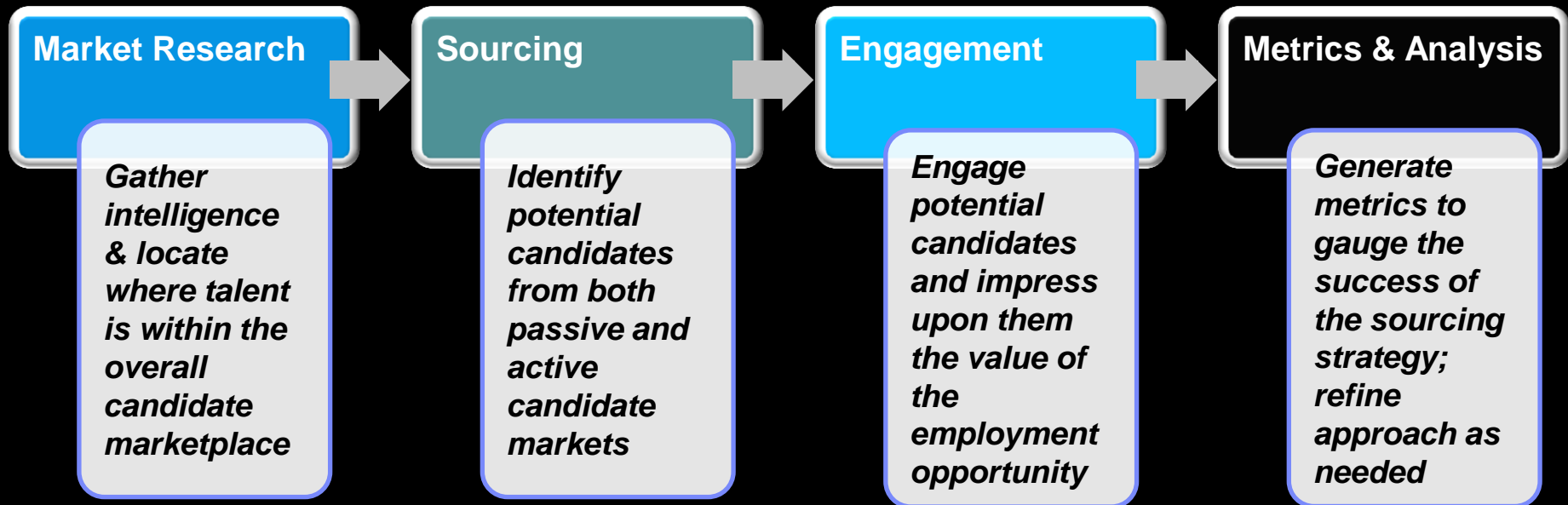
Penetrating Passive Candidate Talent Pools

Social Recruiting/Social Networking

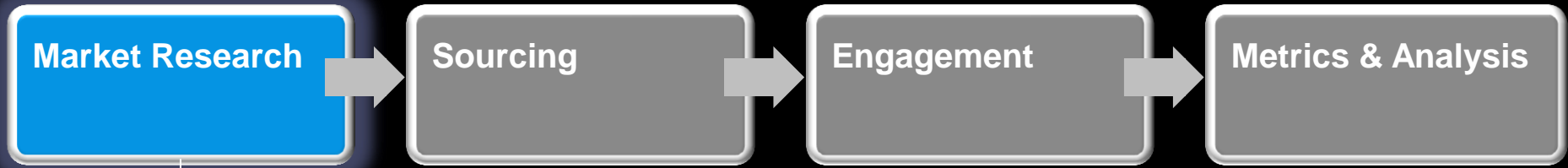
Recruitment Marketing, video, mobile, social etc

Competitive Target Company Mapping and Analysis

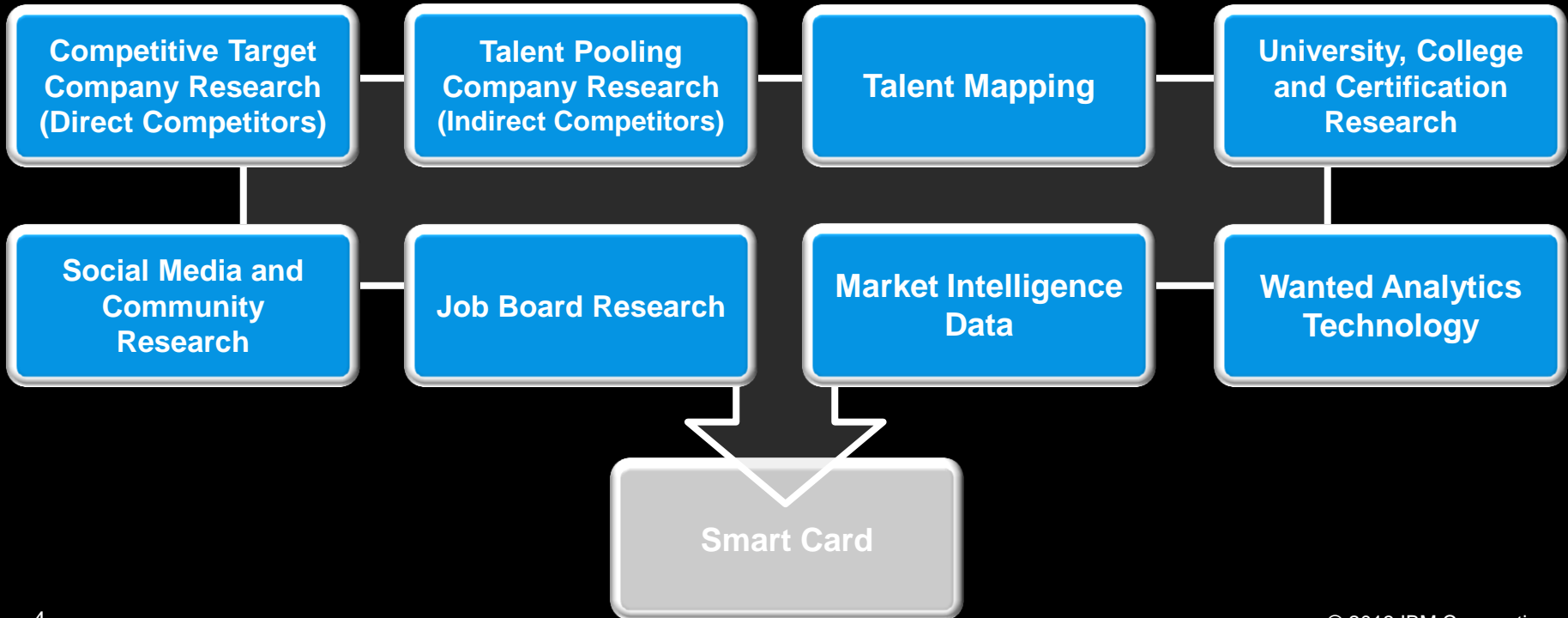
# Four Stages of Building a Sourcing Strategy



# Market Research

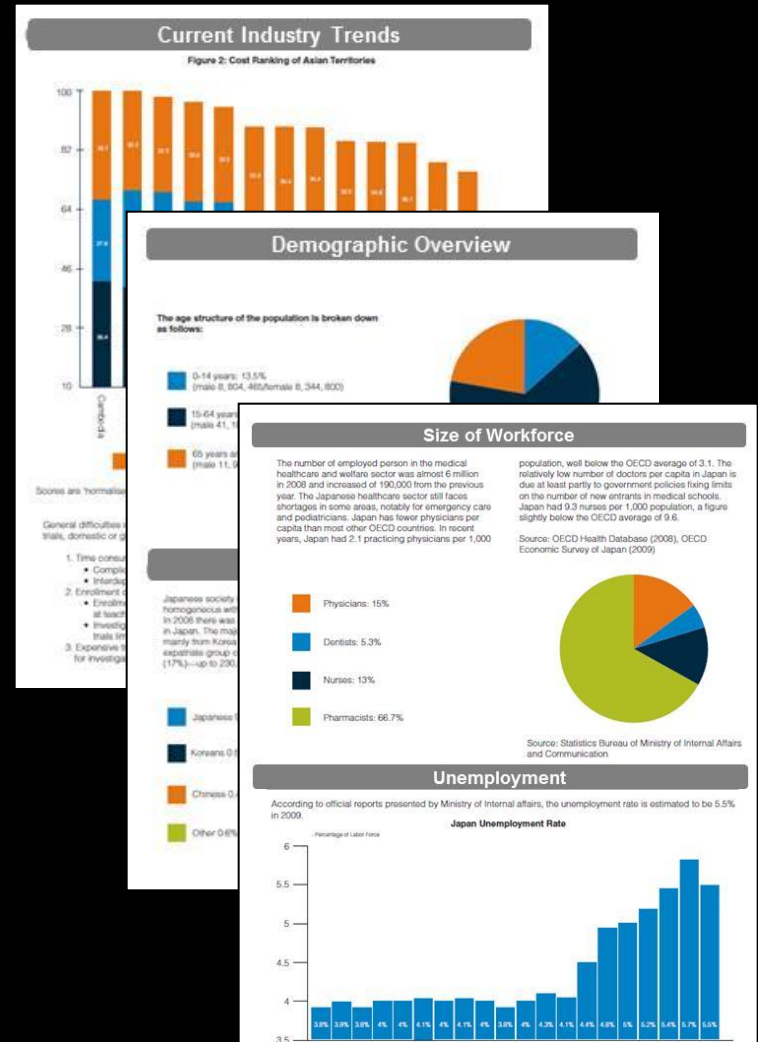


## *Tools to Generate Market Research :*

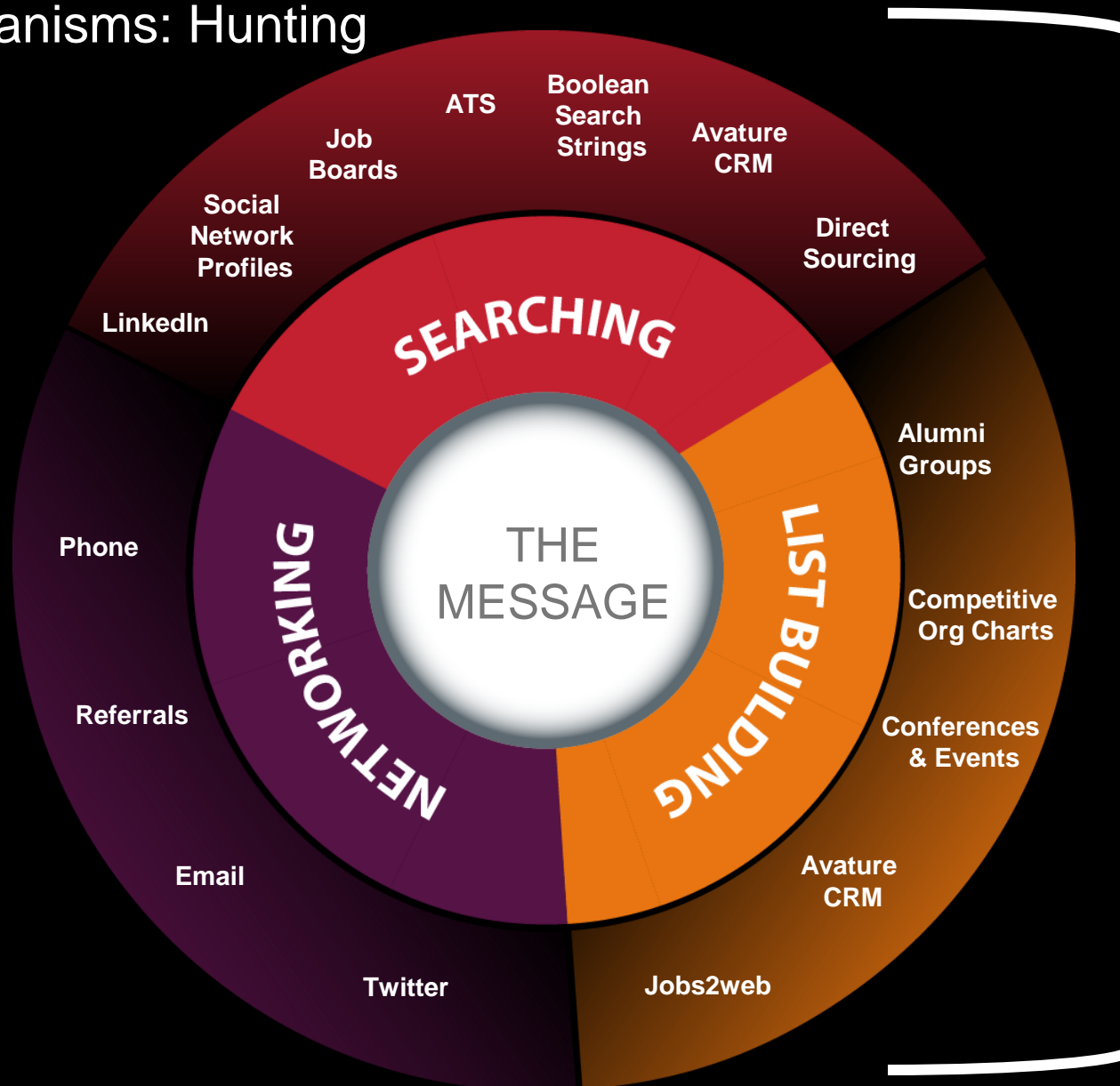


# Market Research

- Provide insight that allows Kenexa to determine the ability of a given geography to support your hiring demand
  - Demographic Overview
  - Industry Presence
  - Hiring Practices
  - Candidate Trends
  - Talent Availability
  - Competitive Landscape
  - Potential Sourcing Avenues
- Determine:
  - Who your direct competitors for talent are in given markets
  - What their recruiting strategies look like
  - Ability of specific markets to support anticipated hiring volume



# Mechanisms: Hunting



## Targeting Options:

- Diversity
- Veterans
- Graduates
- Job Title & Level
- Company
- Gender
- Employment Status
- Behaviors
- Location

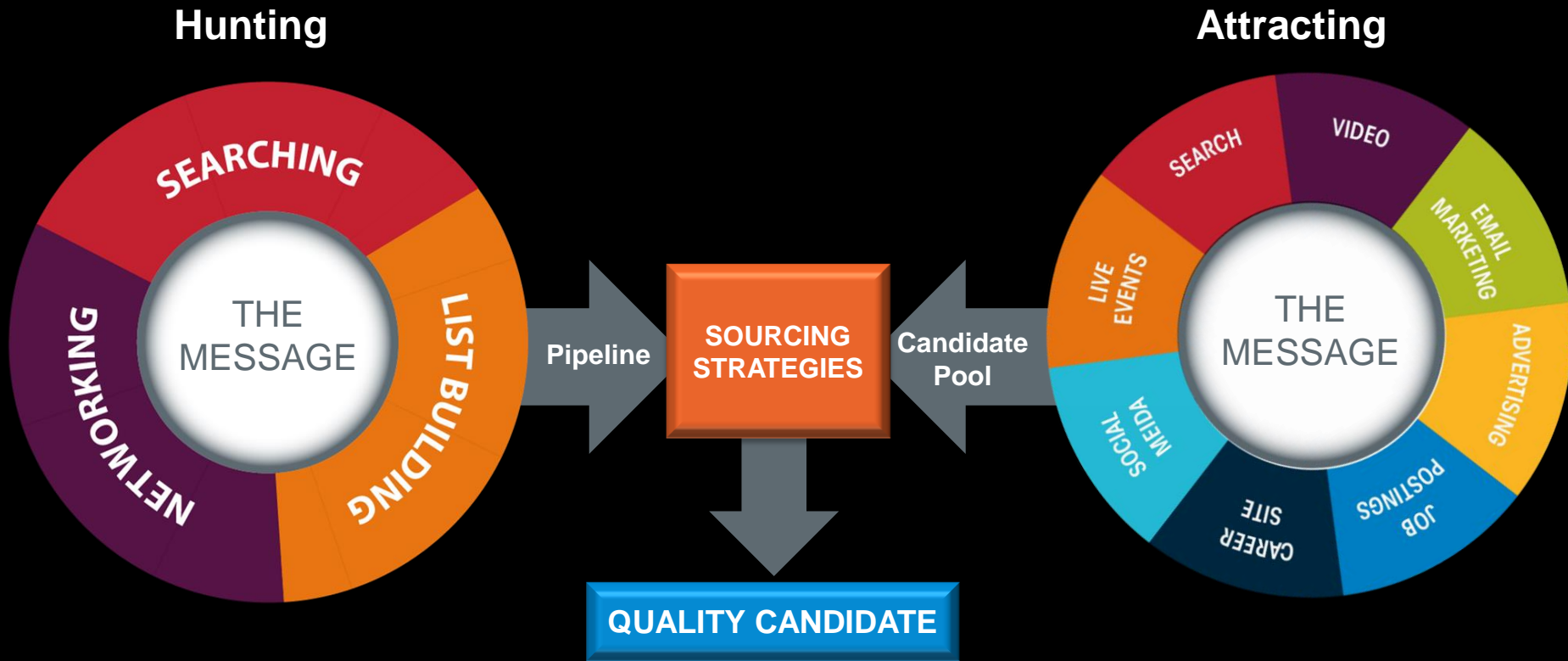
# Mechanisms: Attracting



## Targeting Options:

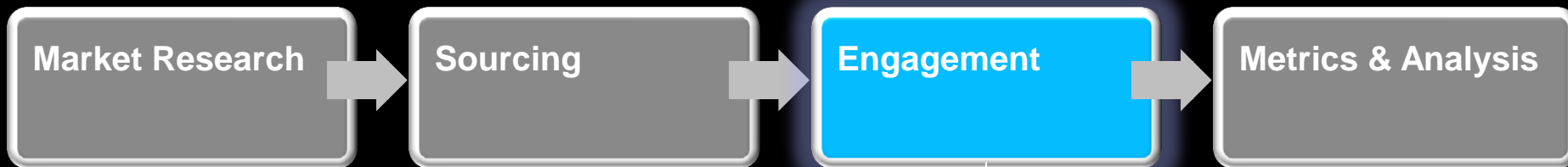
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# Putting It All Together



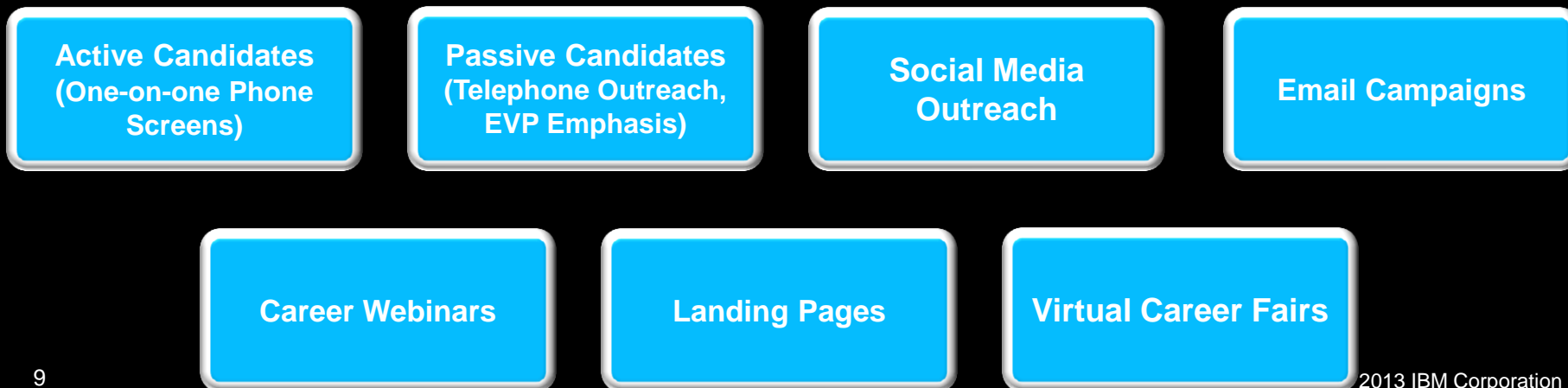


# Market Research



## *Tools to Engage Candidates:*

**Engagement with emphasis on EVP**



POLL QUESTION:

What would it take for you to increase recruiter performance by 300%?

- A. Have the recruiters call more candidates more candidates every day.
- B. Increase candidate flow so more candidates are applying thru the career web site.
- C. Stream line the recruitment process so recruiters have time to speak to more candidates.
- D. Ensure that the candidate the recruiters are speaking to are more qualified.
- E. Lower the requisition load.

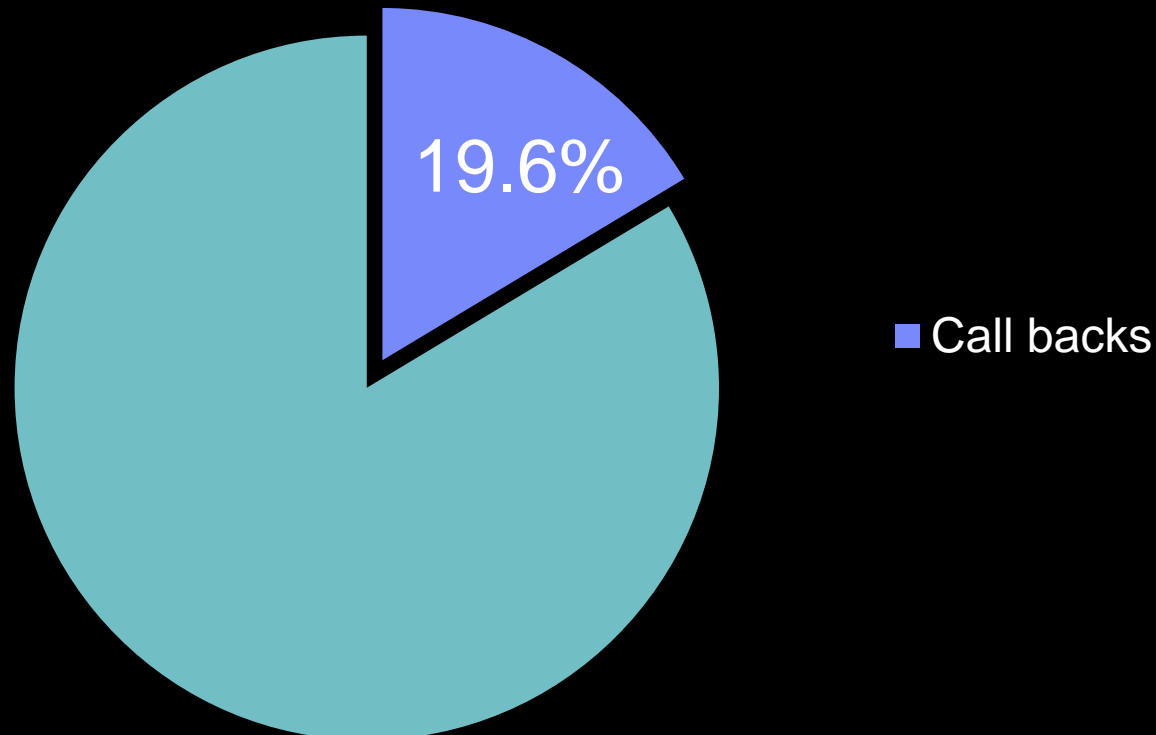
POLL QUESTION: Joe Recruiter leaves 100 voicemail messages. How many call backs from interested candidates does he get from every 100 voicemails he leaves?

- A. About 5 to 10 call backs.
- B. About 10 to 20 call backs.
- C. About 20 to 30 call backs.
- D. About 30 to 40 call backs.
- E. About 40 to 50 call backs
- F. More than 50 call back for every 100 voicemails

## Survey Results

100 Recruiters responded to the question:

“If you were to leave 100 voicemail messages how many call backs would you get?”



## Survey

What percentage of those call backs made it to a next step in the hiring process?

50%

# Video Voicemail: Candidate Connections

As the visitor engages with the features of the career portal their experience becomes more personalized. Visitors have the opportunity to create a user profile as they join the talent community which allows the recruiting teams to better source and target the proper talent.



Example is not customized

Personalized video based email campaign targeting passive leads that have joined a talent community to learn more about a new career opportunities. All leads are led through an automated scheduling process allowing for a more consistent and efficient candidate experience.

Step 1: Personal video invitation to the prospect

My name is Nieves Arango and I am a recruiter with the Apollo Group. I was asked to reach out to you specifically regarding your experience with marketing and sales leadership.

Are you open to hearing about a new career opportunity as a marketing manager?

I have prepared a brief video message for you regarding this opening. You can click the video image to the right to learn more or [click here if you do not see the image](#).

I'd love to schedule a time to speak with you and look forward to you reviewing my message.

Thanks again Ryan and I will speak with you shortly.

Regards,

Nieves Arango  
 Email: Nieves.Arango@apollo.com  
 Phone: (919) 653-4028

Step 2: Schedules a 1 to 1 call

Hi Katherine,

My name is Nieves and I am part of the Apollo Group recruiting team that supports our Marketing and Sales Team. Your profile impressed me so I hope to have a few minutes to talk.

I have prepared a brief video message for you explaining my interest in your background that can be viewed on the left hand side of this page.

If you are open to hear more about this opportunity please send me a time that you are free using the form at the bottom of this page. *This will connect you directly to my open calendar.*

If it is easier for you to respond via email you can hit reply to the email that I sent to you or simply call me using the phone number below.

Thanks again and I look forward to speaking.

Regards,  
 Nieves Arango  
 Email:nieves.arango@apollo.com  
 Phone: (919) 653-4028

First Name \*

Last Name \*

Personal Email \*

Job Title

Best Phone

[Click To Schedule](#)

Step 3: Completes an appointment directly on a recruiters calendar

### Meet with Nieves Arango

Click on the calendar to select and propose up to 5 meeting times. Time zone

**Nieves Arango**  
Sourcing Science Specialist at Kenexa

November 2013





Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

	Sun 3/11	Mon 4/11	Tue 5/11	We
8am				
9am				
10am				
11am				
12pm				
1pm				
2pm				

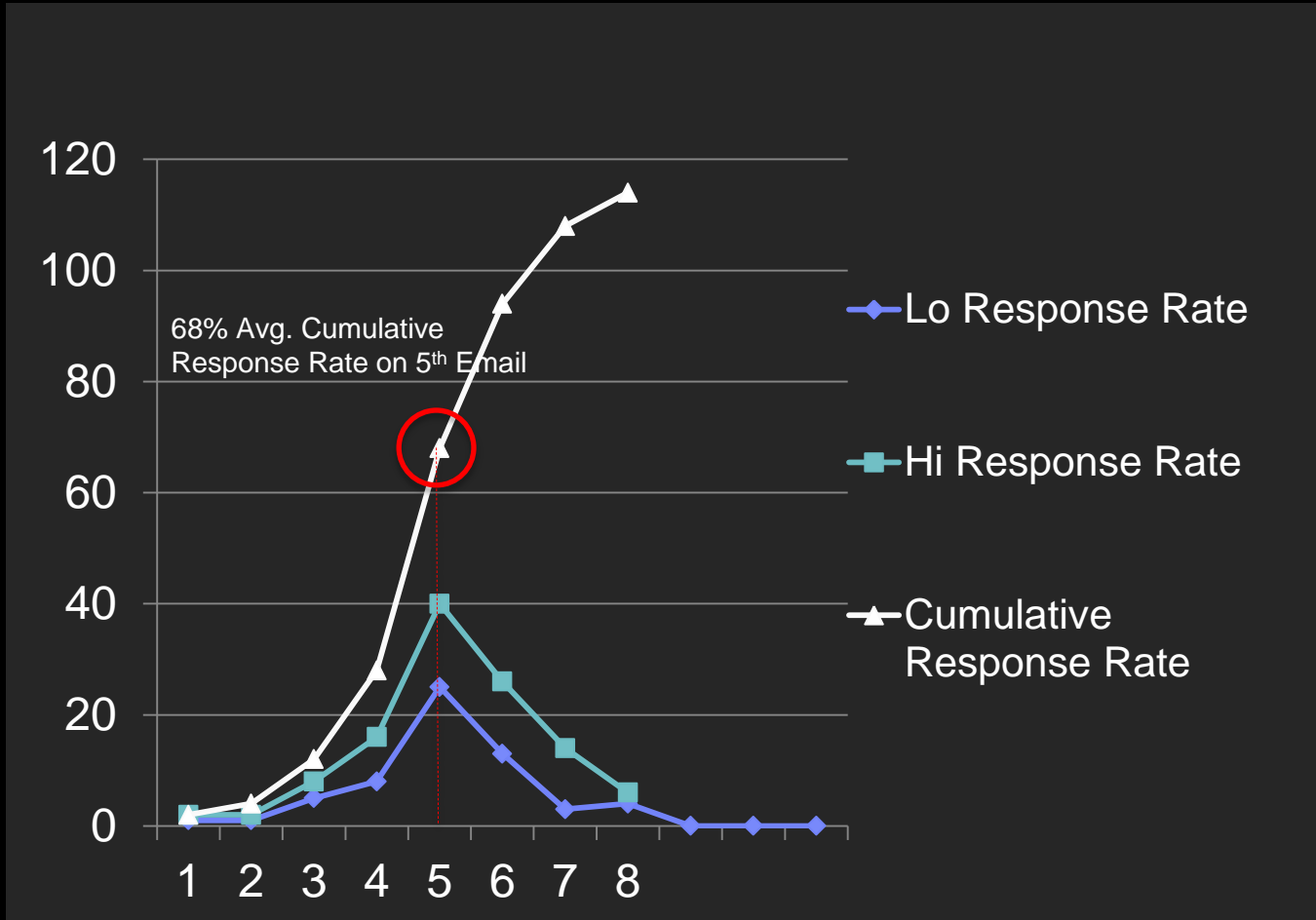
Meeting Duration  
 45 minutes

Proposed Times (up to 5)

## Actual Results from Video Voicemail (3160 candidate responses)

Voicemail	Video Voicemail	NET Increase/Decrease
19.6 % Response Rate	62% Response Rate	
50 % Next Step	32% Next Step	
For every 1000 candidates	For every 1000 candidates	For every 1000 candidates
196 Candidates Respond	620 Candidates Respond	
99 Went to Next Step	198 Went to Next Step	

# Email Campaigns



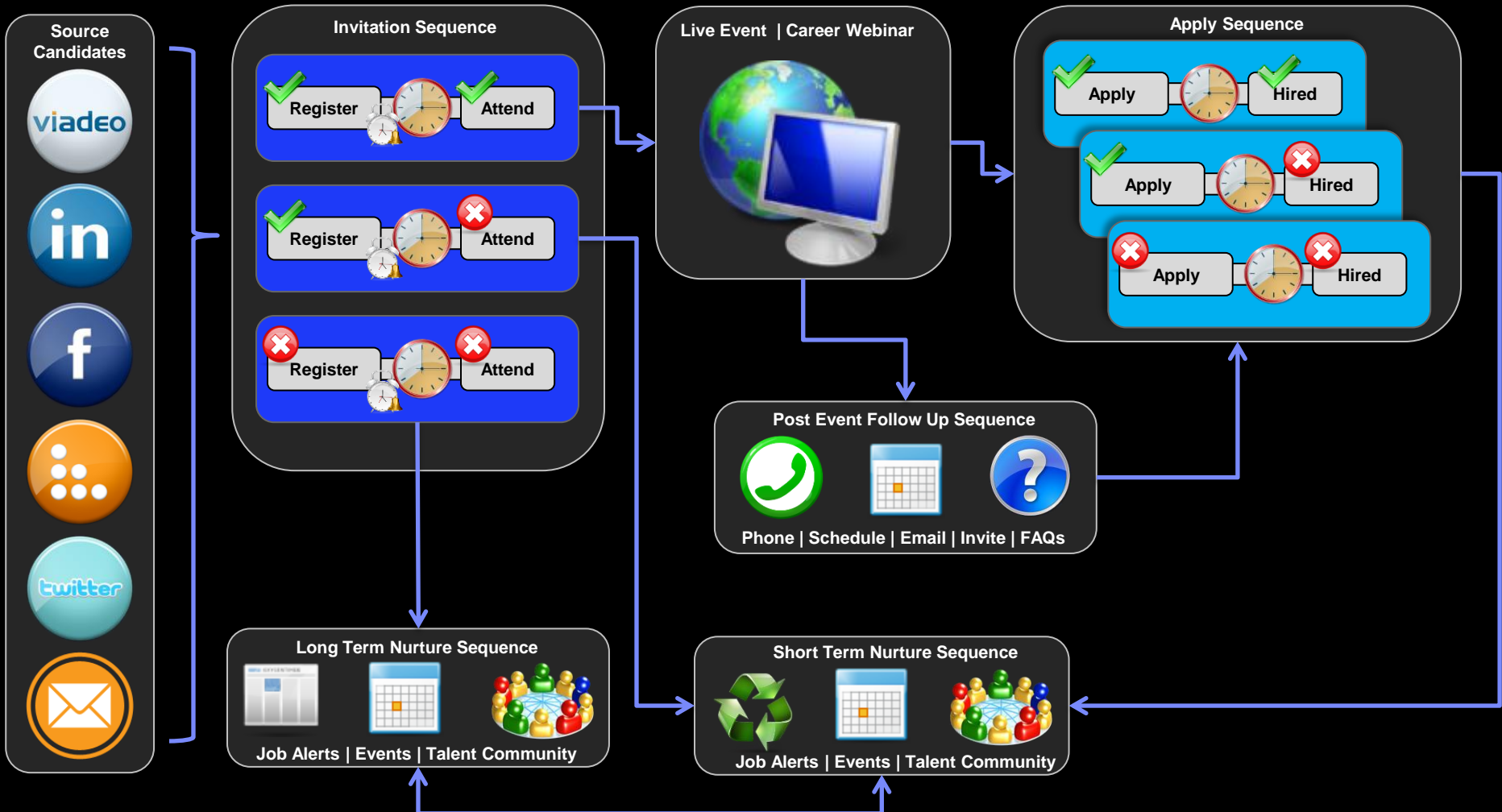
Best practice 5-8 emails in a campaign for highest response rates

The more relevant the content and the more targeted the list the higher the response rates



Automated Email CRM Campaigns which run our Talent Communities. Constantly engaging high quality candidates with a variety of content in 6 verticals.

Based on **Actions** which **Trigger** pre-defined **Follow Up Sequences**.

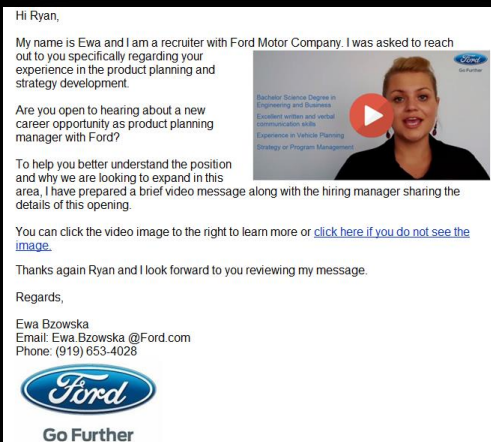


# Attraction : Career Webinars

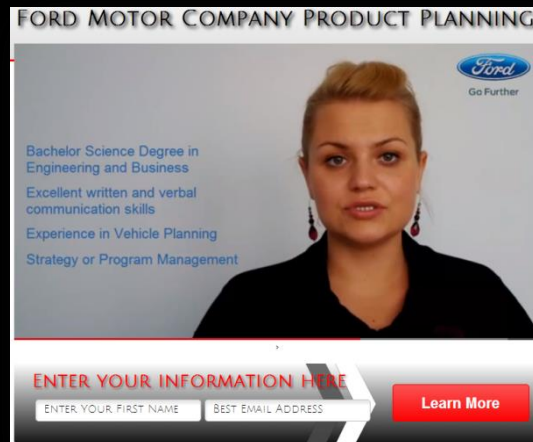


Custom career videos created with a targeted message built to drive candidate traffic through a custom solution and application process.

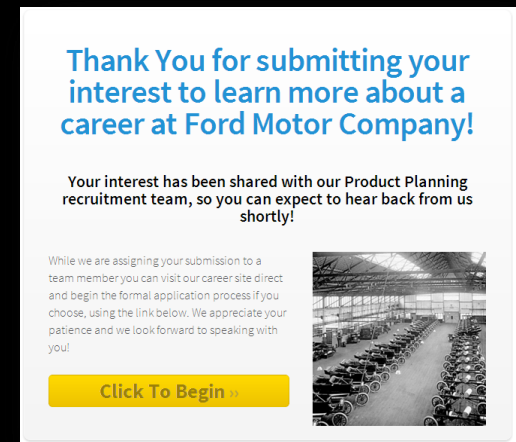
## Step 1: Personal video invitation to the prospect



## Step 2: Prospect submits interest on the webinar



## Step 3: Prospect is redirected to a custom thank you page and application



# Branded Registration Pages

**1. REGISTRATION**      **2. CONFIRMATION**      **3. WEBINAR!**

## Register to learn more!

Learn about  
Exciting Careers at  
Company Name Here

**REGISTER FOR THE WEBINAR**  
Use the form on the right to reserve your webinar seat

**RESERVE YOUR SPOT!  
WEBINAR REGISTRATION**

1. Which Day Do You Want to Attend?  
Select desired date

2. Which Time Works Best For You?  
Your Local Time: 12:52:53 PM  
Select your date first

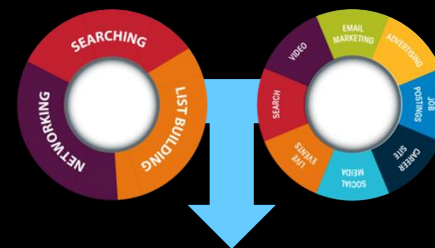
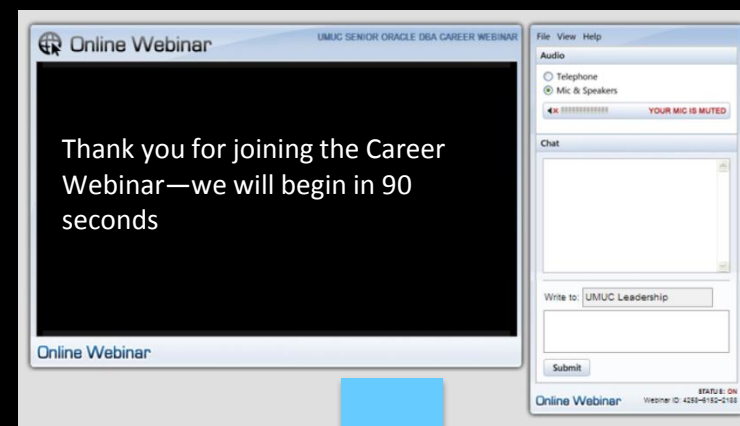
3. Where To Send The Invitation?  
Enter Your Name Here...  
Enter Your Email Here...

**REGISTER NOW**

# Engagement – Career Webinars

## Career Webinar

- Highly engaging, interactive sessions designed to build relationships with a large volumes of targeted, well-qualified candidates simultaneously
- High candidate & hiring manager engagement
- Discuss the opportunity and the “why’s”
- Acts as a screening tool for unqualified candidates
- Acts as a candidate preparation tool prior to on-site/face to face interview

Candidates go to  
Client ATS

# Video Career Webinar

<https://vimeo.com/channels/276825/27625529>



**Ford Motor Company Consumer Experience Career Webinar**

from Kenexa Sourcing Science



- LIKE
- LATER
- SHARE

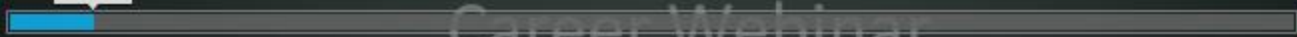


Marketing, Sales & Service

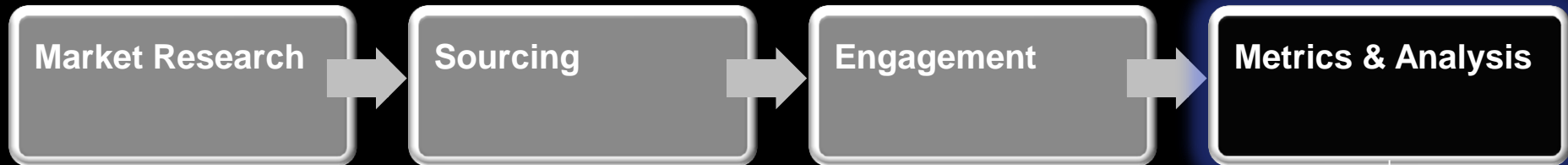
Career Webinar



01:37



## Metrics & Analysis



### *Metrics & Analysis Approach:*

- **Client Recruiting Team** metrics relate to recruiter performance, **CPH**, **# of Hires**, **Time to Fill** etc—represent the “health” of the engagement with that client.
- **Sourcing Science** metrics are more **project-based** and revolve around the effectiveness of a specific **campaign** using that strategy or tactic.
- Track effectiveness of all sources in driving not only candidate activity, but successful hires
- **Track** CTR, CPC, Bounce Rates, Opt-ins, Opt-outs, Complaints, applicant counts, successful screens, candidate submissions, employment offers and hires by sourcing medium

## Metrics & Analysis – Career Webinar Example

### 12 Month Average of all campaigns in 2013

- 1,082 invitees per event
- 736 (68%) response rate throughout the email invite sequence
- 235 (33%) Registration rate from those that responded to the email invite
- 148 (63%) Attendance rate from those that registered to attend the event
- 111 (75%) Application rate from those that attend
- 42 (37%) Quality rate of those that applied directly from the Career Webinar
- In addition we see approximately 144 (17%) applications on those that did not register or attend the event with approximately 22 (15%) quality rates

**BOTTOM LINE:** *Process will yield approximately 255 unique applications per event with 64 (25%) of the screened resumes considered quality candidates able to be submitted to the client and move forward in the recruitment process*