

TALKING TALENT WEBINAR

CANDIDATE RELATIONSHIP MANAGEMENT: HOW TO GET THE MOST OUT OF YOUR CRM

NOVEMBER 16, 2022



HOW TO GET THE MOST OUT OF YOUR CRM

PRESENTER



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COULD YOU BE DOING MORE WITH YOUR CRM?

DOES YOUR CANDIDATE EXPERIENCE STACK UP?

CONNECT WITH PASSIVE JOB SEEKERS

Only 30% of candidates on the market are actively applying to jobs.¹ A.I. tools scour hundreds of online databases, locating relevant candidates in a fraction of the time it would take a recruiter to do the same job. Surprisingly, only 12% of employers report having a strong sourcing technology.²

1. Source: Forbes

2. Source: Deloitte

MARKETING IS THE NEW RECRUITING

Candidates view their application experience as representative of what it's like to work at your company. Give candidates opportunities to experience your culture and connect with them at every step in the process. Digital tools allow you to target and engage with candidates using email, social and SMS text campaigns.

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CRM CAPABILITIES



Microsites

Design beautiful landing pages in minutes for diversity initiatives, career fairs, etc.



Talent Community

Host a talent community to share on social media and quickly build a talent pipeline.



Quick Apply

Host a branded, mobile responsive career site with ability to apply via LinkedIn.



AI Sourcing

One Search. 500+ million people allowing you to source candidates in half the time.



Talent Pipelines

Keep talent organized and within reach.



Messaging & Campaigns

Engage with candidates via email and/or SMS. Bulk sending options available to save time.

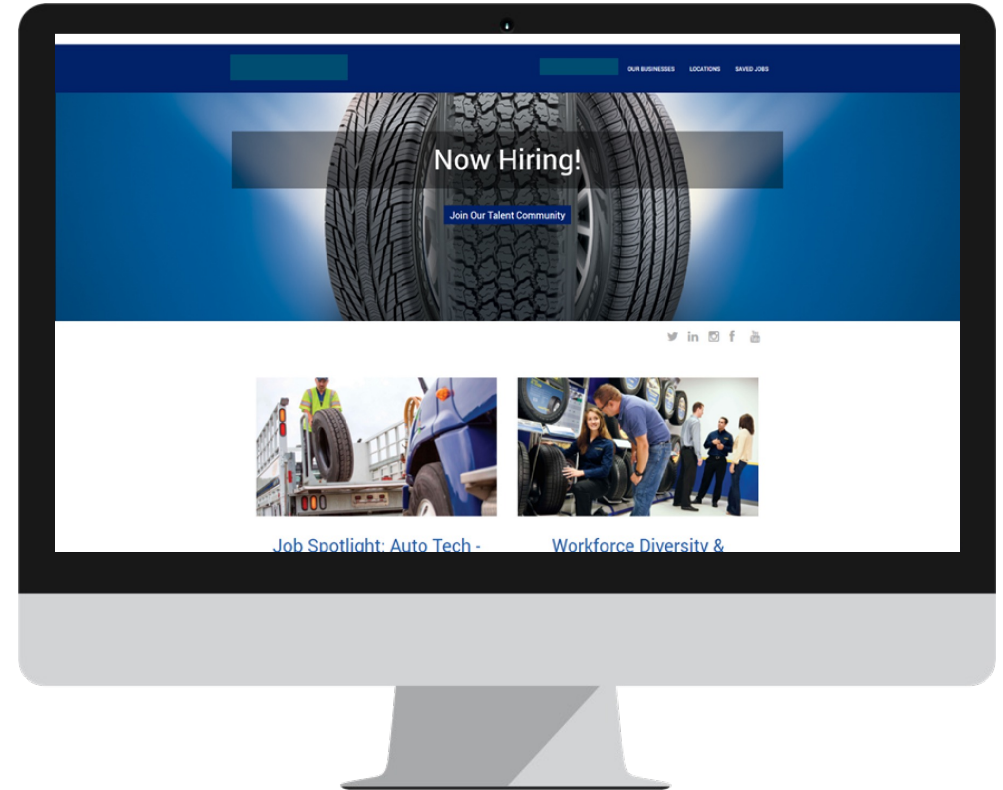


USE CASE: SUPERCHARGE DIVERSITY INITIATIVES

CHALLENGE:



SOLUTION:





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SOLUTION: MICROSITES

CLIENT CHALLENGE:

We aren't meeting our diversity goals in our organization – specifically women. Our goal is 30% of hires are female, and we are currently only at 7%.

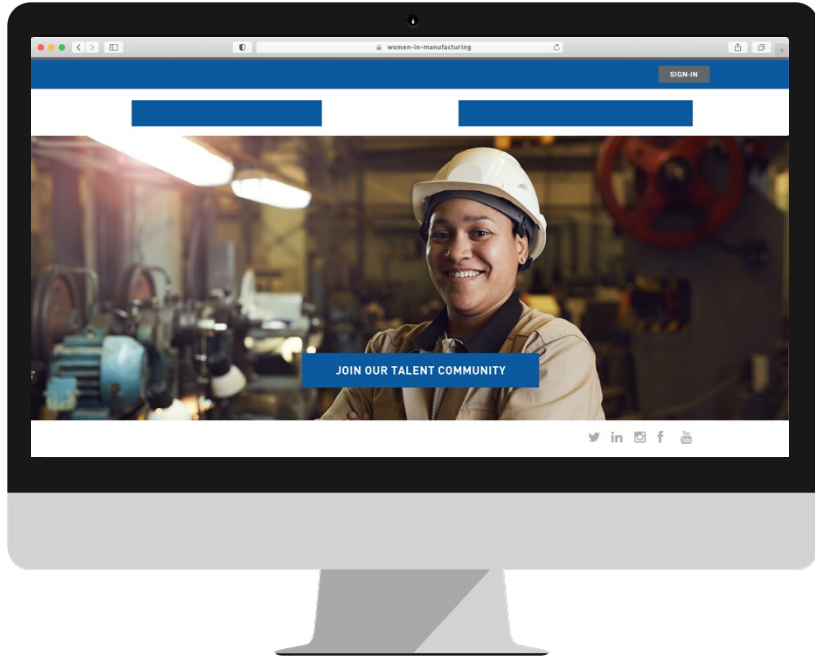
SOLUTION:

Branded landing pages have been successfully utilized in Affinix CRM to drive diverse traffic to your talent community and showcase some of your DEI initiatives.

Diversity Boost in Affinix CRM enables our team to source diverse candidates easily by a flip of a toggle.

Let's take a look!

CANDIDATE RELATIONSHIP MANAGEMENT: HOW TO GET THE MOST OUT OF YOUR CRM DIVERSITY CAMPAIGN



The customized, targeted landing page was created with Affinix.



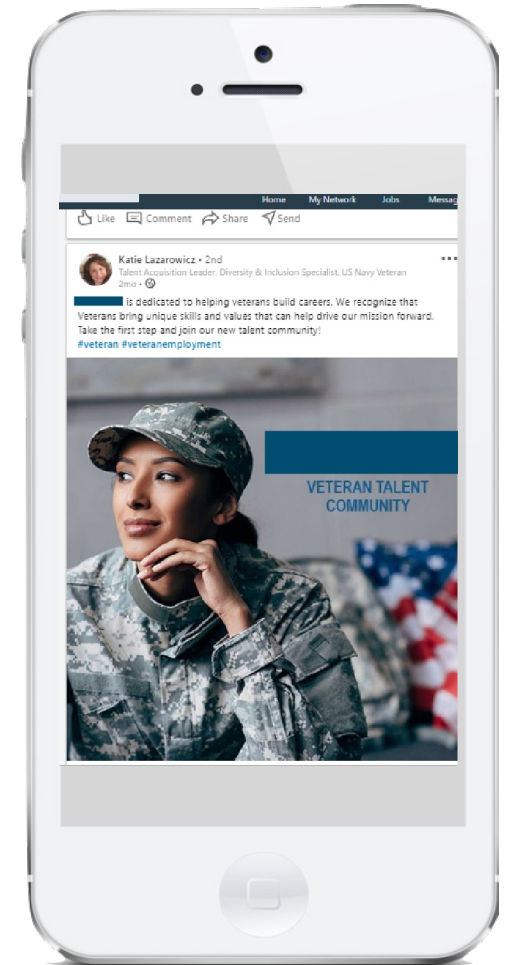
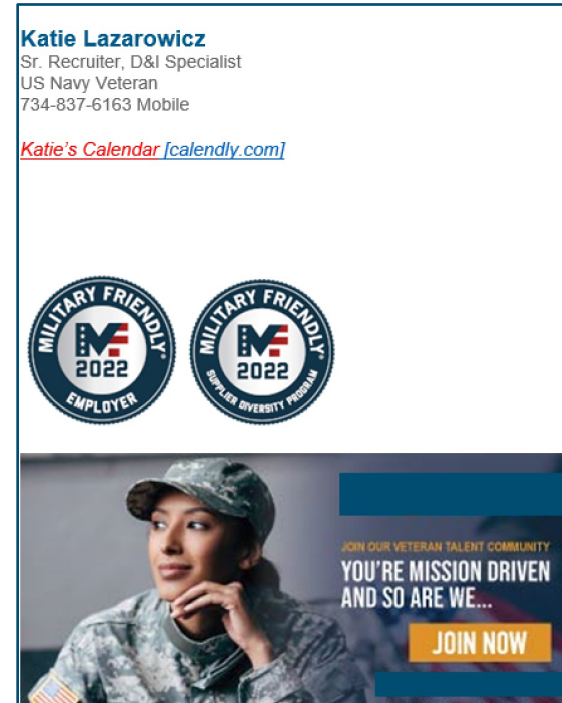
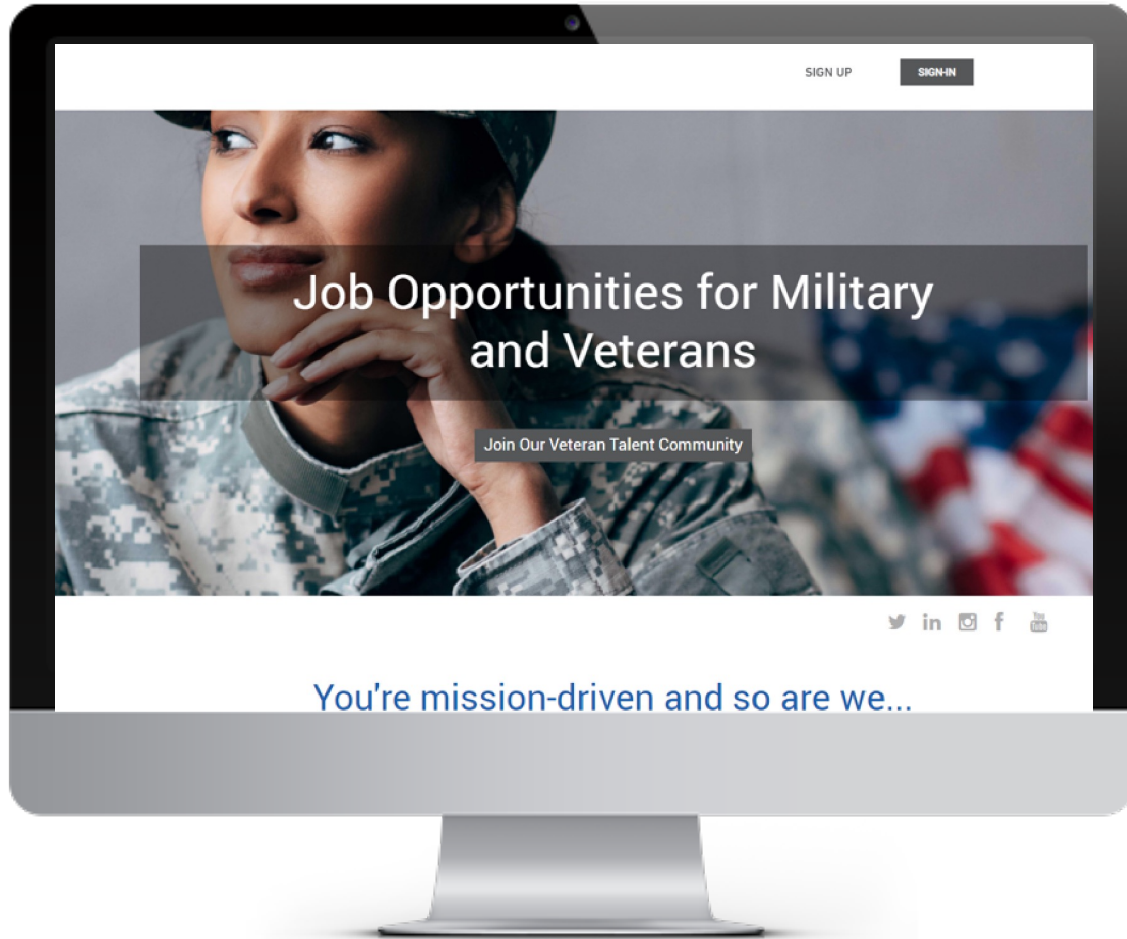
The campaign features profiles of women who work in a range of manufacturing positions.



The campaign is featured on the company's social media accounts.

Employee profiles feature advice and insights for female job candidates.

CANDIDATE RELATIONSHIP MANAGEMENT: HOW TO GET THE MOST OUT OF YOUR CRM VETERAN CAMPAIGN

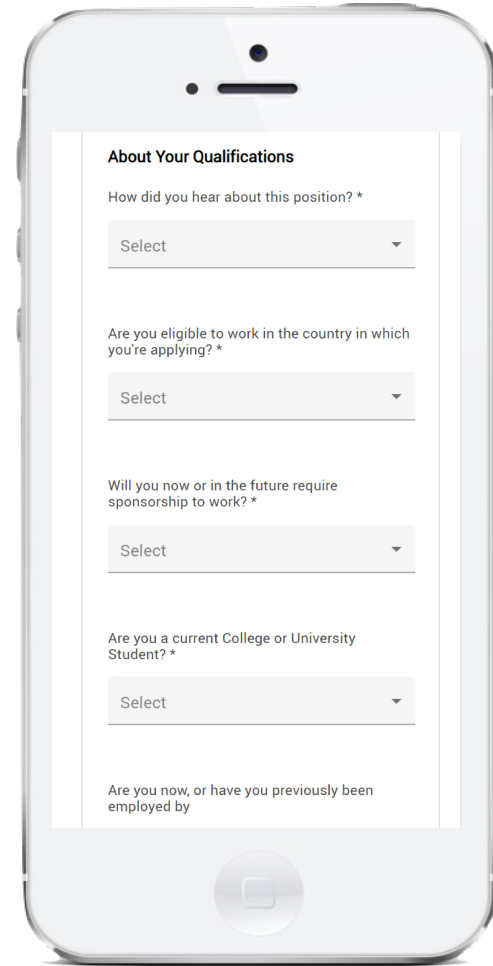


CRM USE CASE: REDUCING CANDIDATE FALL OUT

CHALLENGE:



SOLUTION:





CANDIDATE RELATIONSHIP MANAGEMENT: HOW TO GET THE MOST OUT OF YOUR CRM

SOLUTION: QUICK APPLY

CLIENT CHALLENGE:

We are experiencing candidate fallout during the apply process with low conversion rates, as well as low candidate experience ratings.

AFFINIX SOLUTION:

Affinix CRM features a Quick Apply process that streamlines the application process and improves the candidate experience. The mobile-enabled Quick Apply process expedites candidates using text, digital and video interviewing, reducing time-to-apply, time-to-offer and time-to-accept while yielding improved fill rates, lower early-stage turnover and overall cost savings.

REAL RESULTS – REVOLUTIONIZING THE HIRING PROCESS

BEFORE QUICK APPLY

Long application process with 30% conversion rate

No mobile applicants

Manually source candidates – up to a 2-week process

No immediate feedback after application

35-90 days to fill

WITH QUICK APPLY

5-10 minute application with 80% conversion rate

50% of candidates apply via mobile device

On average, 43 relevant passive candidates within 2 hours of posting a requisition

On-demand assessments and automated text questionnaires keep candidates engaged in real time

8-10 days shorter

Source: Actual Affinix Users