



EMPOWERING FASTER CONNECTION WITH THE BEST TALENT

 **people scout**[™]
A TRUEBLUE COMPANY

CANDIDATE EXPERIENCE MATTERS

89% **MOBILE COMPATIBILITY**
Candidates expect mobile compatibility. 89 percent of candidates think mobile devices play a critical role in the job hunting process.

72% **FEEDBACK**
Candidates share feedback on digital platforms and in-person. 72 percent of candidates share application experiences.

90% **FAST APPLICATION**
Candidates expect the process to be fast. Online applications with 45 or more questions have an abandonment rate of nearly 90 percent.

87% **PERSONALISATION**
Candidates expect personalisation. 87 percent of people said personally relevant content improves how they feel about a brand.

82% **THE CROSSROADS OF
TALENT AND TECHNOLOGY**
82 percent of candidates report that the ideal recruiter interaction is a mix between innovative tech and personal, human interaction.

AN AI-ENABLED, CONSUMER-LIKE CANDIDATE EXPERIENCE

Right now at PeopleScout, we are building NEXT. What's next? The next generation of talent technology designed to propel our clients' talent acquisition capabilities into the future. A dynamic, proprietary platform balancing human expertise with automation, that helps us deliver on the promise of a world-class candidate experience.

Embedded within PeopleScout's talent solutions, we deliver speed and scalability while leveraging artificial intelligence, recruitment marketing, machine learning, predictive analytics and other emerging technologies with one point ATS and VMS integration and single sign-on. Our technology simplifies the fragmented talent acquisition technology ecosystem by deploying best-in-class technology to create a seamless experience for both the candidate and hiring manager.

Our technology creates an AI-enabled, personalised and engaging candidate experience that mimics the simplicity and usability of the best consumer websites to elevate candidates' perceptions of employer brands and career opportunities. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year.

BENEFITS OF A WELL-MANAGED EMPLOYER VALUE PROPOSITION AND EMPLOYER BRAND PLATFORM

Organisations that effectively deliver on their EVP can enjoy a host of benefits, including decreased annual employee turnover and increased new hire commitment, according to Gartner research. Other benefits include improved brand sentiment, increased reach to target audiences, a greater sense of commitment from current employees and cost savings related to compensation.

Improved Brand Sentiment

Organisations with effective EVPs are more attractive to candidates and are considered employers of choice – organisations where candidates want to work. In order to make yourself an employer of choice, you must be able to appeal to your ideal candidates by differentiating your company from your competitors. A clearly defined EVP creates the foundation on which to build your internal and external employer brand messaging, which allows you to have greater influence over what you are known for and how you are perceived.

Greater Employee Commitment

Organisations with strong EVPs enjoy significantly higher levels of engagement from employees. When you clearly articulate your EVP and the behaviours you're looking for from employees, it can be a factor in successfully attracting and retaining employees with the right cultural fit for your organisation. This yields more engaged employees.

Customised Solutions:

- » RPO
- » Employer branding
- » Total Workforce Solutions
- » Sourcing
- » MSP
- » Candidate attraction
- » Assessment and selection, design and management

ABOUT PEOPLESOUT

PeopleScout, a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP and talent advisory capabilities supporting total workforce needs. PeopleScout boasts 98% client retention managing the most complex programs in the industry. The company's thousands of forward-looking talent professionals provide clients with the edge in the people business by consistently delivering now while anticipating what's next. Affinix™, PeopleScout's proprietary talent acquisition platform, empowers faster engagement with the best talent through an AI-driven, consumer-like candidate experience with one-point ATS and VMS integration and single sign-on. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year, PeopleScout enhances talent intelligence for clients across more than 70 countries with headquarters in Chicago, Sydney and London and global delivery centers in Toronto, Montreal, Charlotte, Bristol, Krakow, Gurgaon and Bangalore.

To request our ebook: "Learn How Companies Invest and Measure the Impact of Employer Branding" please email

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HOW TO GET YOUR EMPLOYER BRAND OFF THE GROUND

WEDNESDAY 18 SEPTEMBER | 10:00 AM

Join our live webinar www.peoplescout.com.au/insights/getting-your-employer-brand-off-the-ground