



HAS AUTOMATION SACRIFICED THE CANDIDATE EXPERIENCE?

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Guy Bryant-Fenn
Managing Director
PeopleScout APAC



David Parker
Head of Technology
PeopleScout APAC



PeopleScout, A TrueBlue Company

Specialists in Talent Solutions

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BY PEOPLESOUT

YOUR GLOBAL TALENT PARTNER FROM NOW **TO** NEXT

PeopleScout delivers the edge in the people business by helping solve the toughest talent challenges through superior technology and deep human expertise, a seamless balance that takes our clients from now to next.



Offering **RPO, MSP**
& **Total Workforce**
Solutions



Ranked **#1**
MSP Provider
by **HRO Today**



More than
300,000
Hires per Year



More than
25,000
Active Contractors



Serving
70+
Countries



Corporate
Headquarters
in **NA, EMEA** and
APAC Regions



Achieving
98% RPO
Client Retention



Expanding
95% of Existing
RPO Contracts

OUR CLIENTS



Bendon
LINGERIE



dexus



Honeywell



LexisNexis[®]



OMG Omnicom
MediaGroup

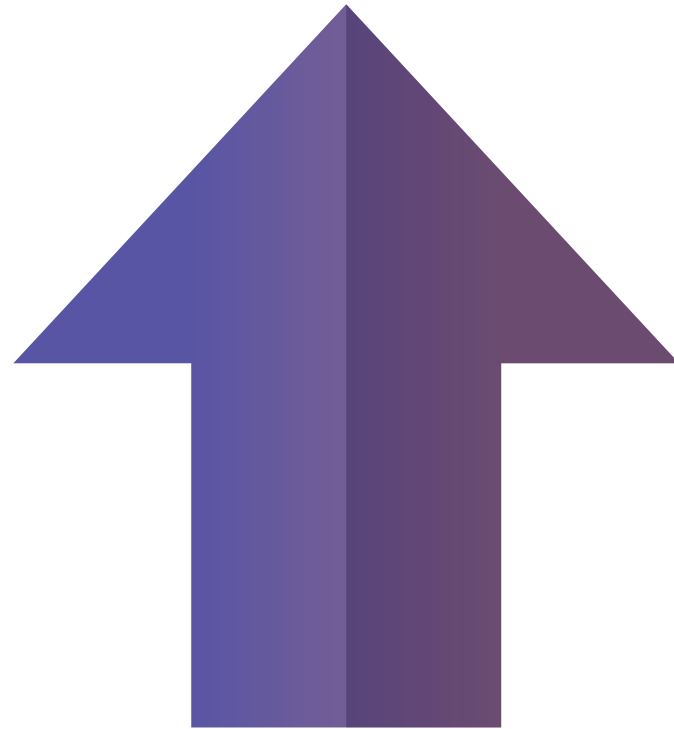
SIEMENS



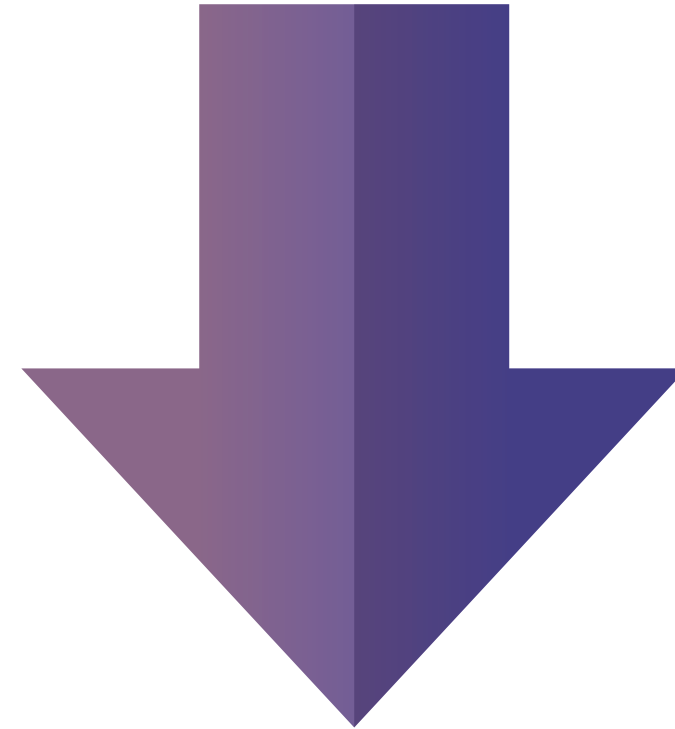
UBT

people scout[™]
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A Challenging Labour Market



Number of vacancies



Availability of candidates

The Talent Market Today

Candidate behaviour has changed



More
sophisticated
job seekers



Trust in brands



Deserting digital
platforms



Playing the long
game



Consumer grade
expectation

Today's Candidates Expect a Consumer-like Hiring Experience



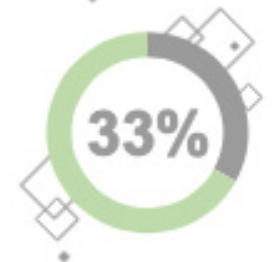
Candidates expect mobile compatibility. **89%** of candidates think mobile devices play a critical role in the job hunting process.¹



Candidates expect the process to be fast. Online applications with 45 or more questions have an abandonment rate of nearly **90%**.²



Candidates expect personalization. In one survey, **87%** of people said personally relevant content improves how they feel about a brand.³



Candidates share feedback. **33%** of applicants share negative application experiences.⁴

¹ Undercover Recruiter

² Indeed

³ OneSpot

⁴ Indeed

The Fundamentals

1

Promoting the Employer Brand at all stages of the Candidate Journey is critical

2

High levels of automation through the Candidate Journey provide significant benefits to the organisation

These two fundamentals need not be mutually exclusive – they can co-exist

Why does automation of the candidate journey provide benefits to both the organisation and candidate experience

CANDIDATE

Enable a more personalized, consumer grade targeted experience

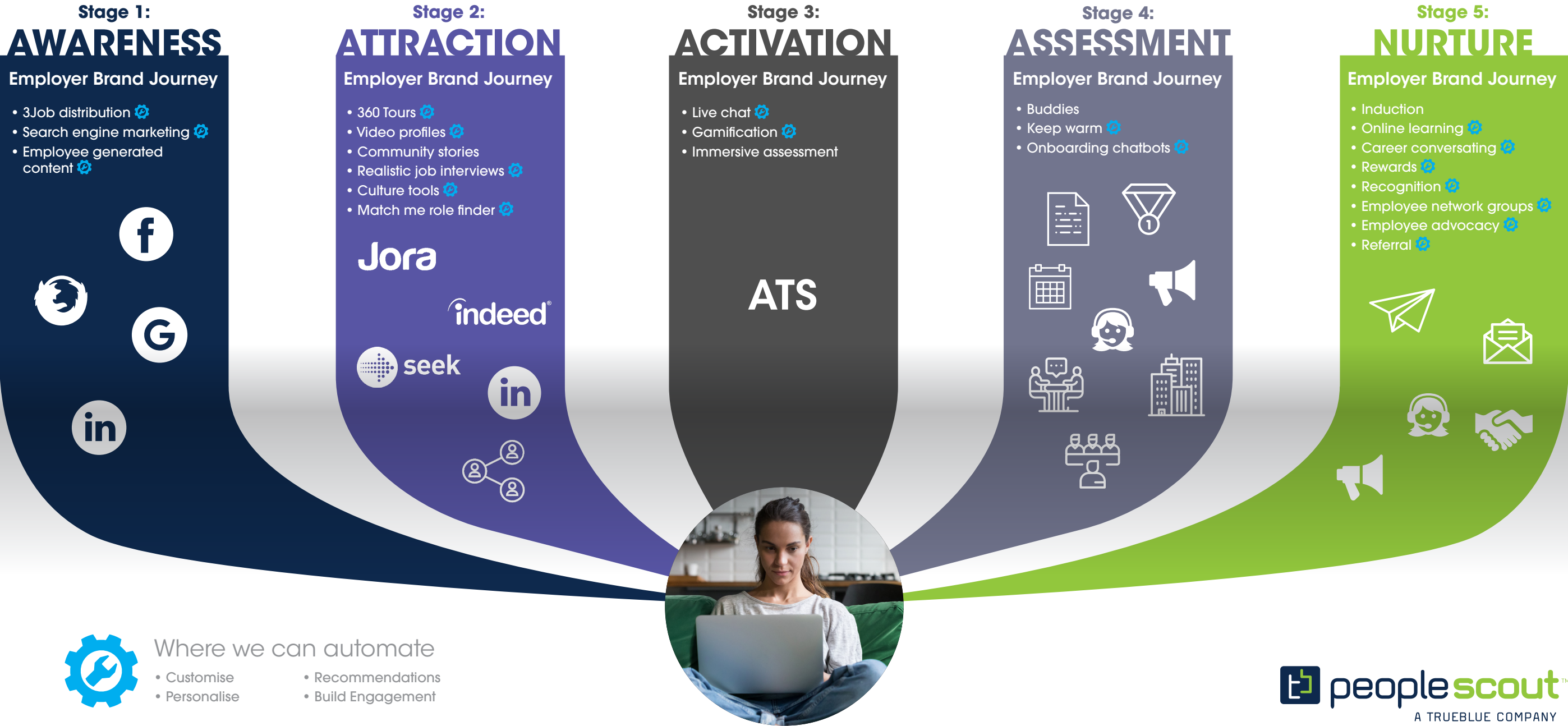
Ensure a consistent experience

ORGANISATION

Quality of hire, increased time focused on marketing, sourcing, influencing and strategic activities

Process efficiency & cost reduction

The Candidate Journey



The Candidate Journey

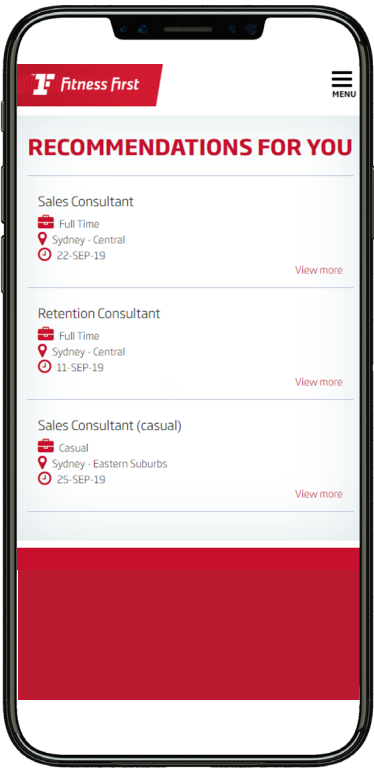
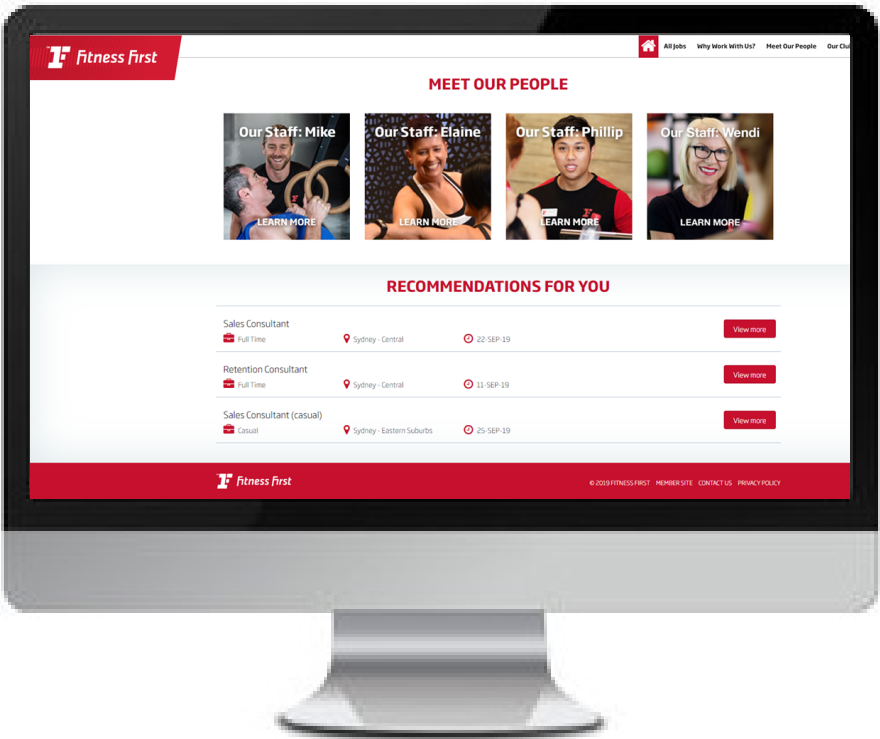
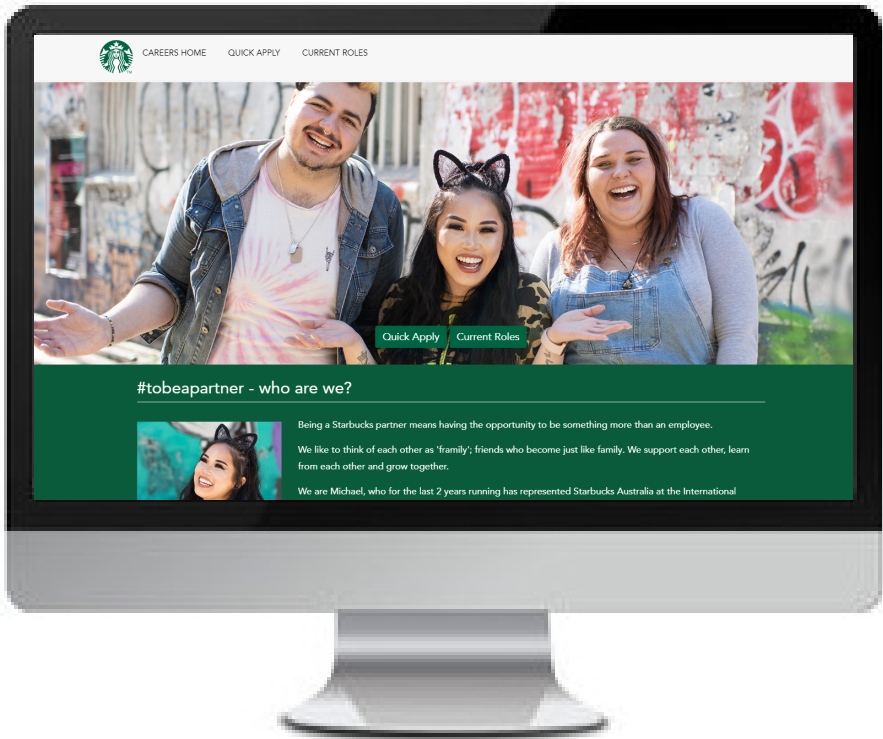
Stage 1: **AWARENESS**

Chatbots

Self built Micro Campaigns

SEO

Map visualised jobs



Social Campaigns

Personalised
Recommendations

Social Media Posts

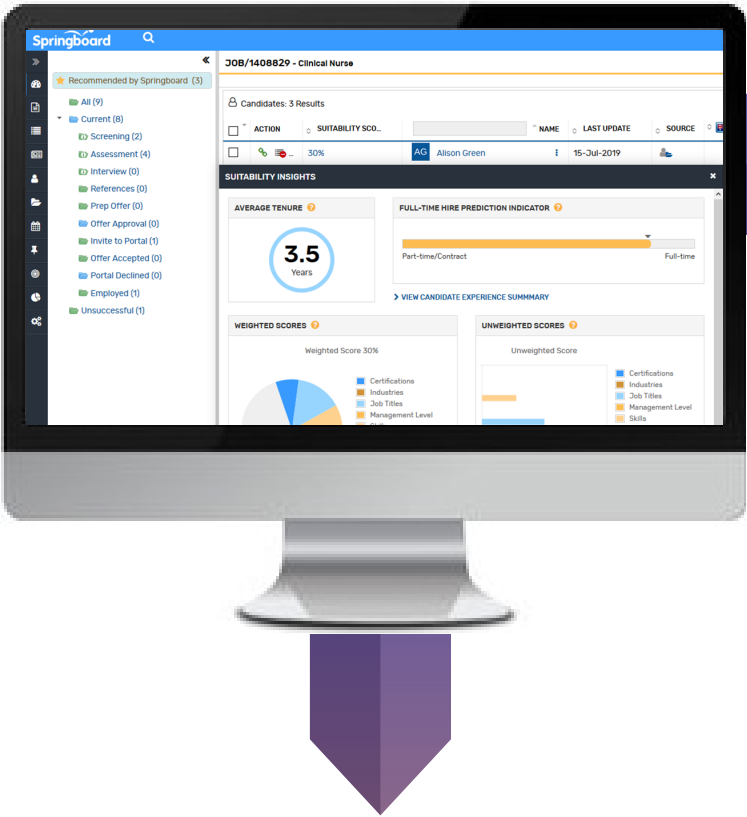
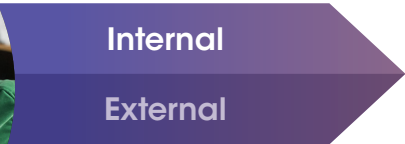
The Candidate Journey

Stage 2: **ATTRACTION**

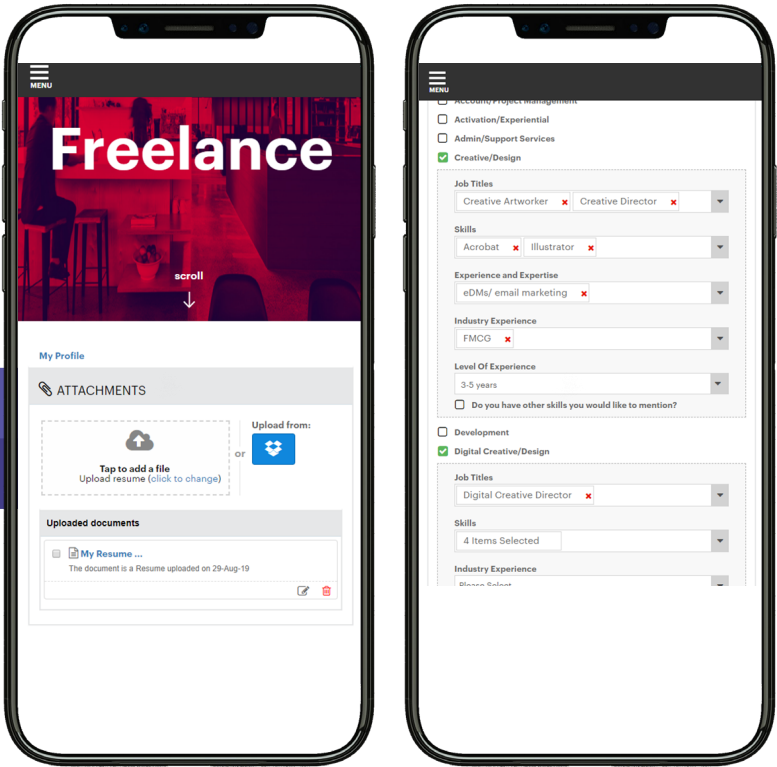
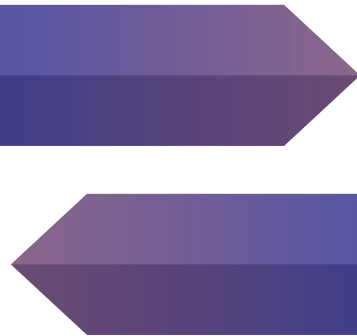
Build & Nurture
Talent Communities



Automated
Job Matching

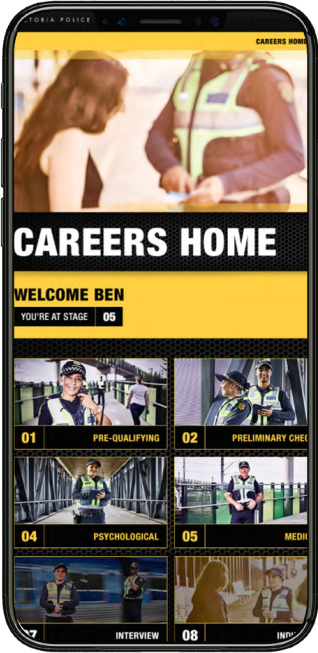
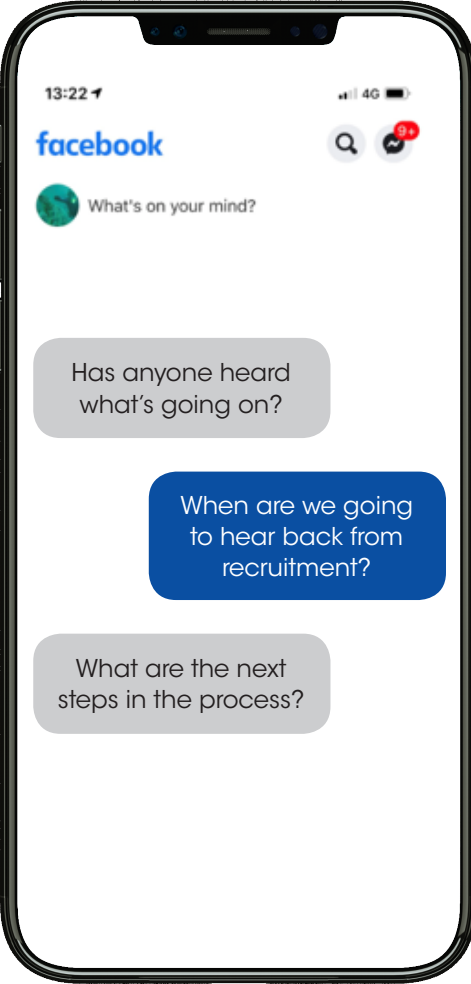


Automated
Job Postings
(only as required)



The Candidate Journey

Stage 3: **ACTIVATION**

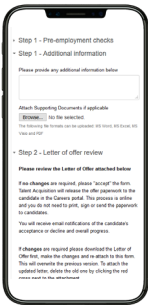


Supported by regular automated email & text updates

The Candidate Journey

Stage 4: ASSESSMENT

Simplifying the assessment journey with automation.



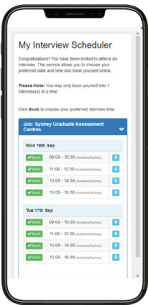
Candidate applies



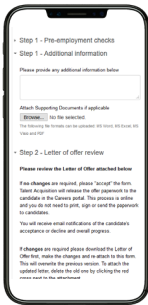
Job Simulation Assessment



Video Interview



Schedule HM Interview



Online HM Feedback



Initiate Offer Approval



Analytics

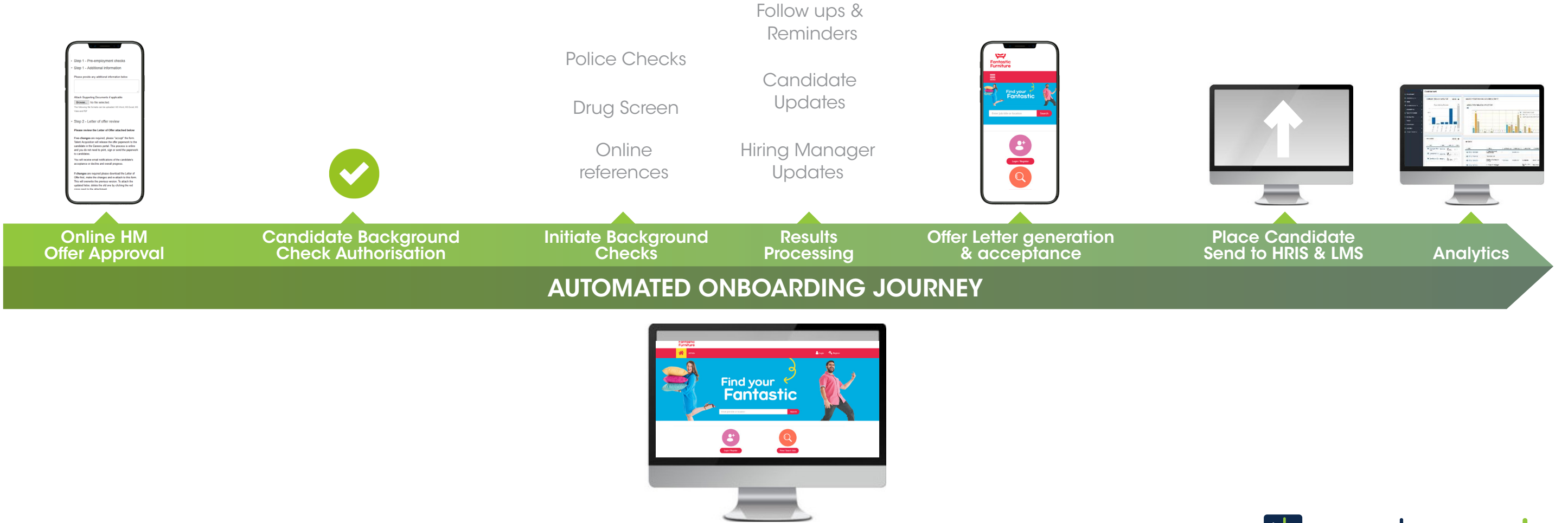
AUTOMATED ASSESSMENT JOURNEY



The Candidate Journey

Stage 5: NURTURE

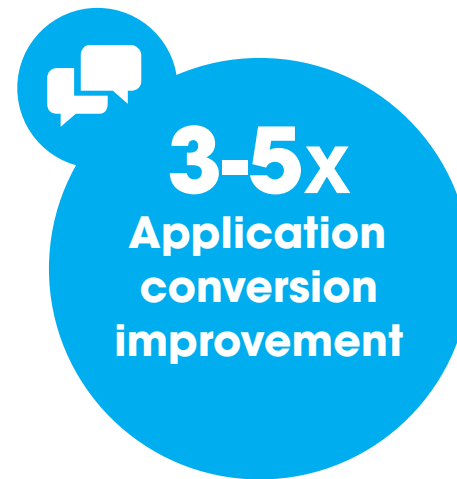
A streamlined and automated journey from offer to day 1



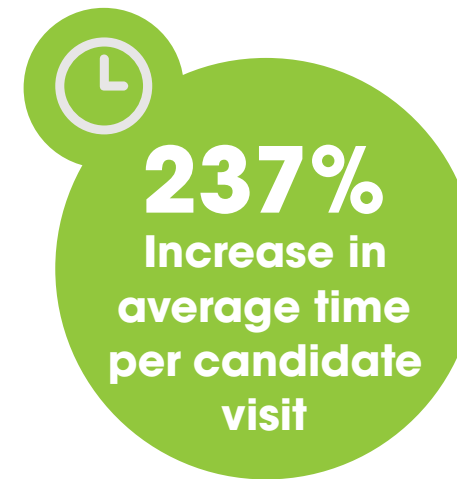
PeopleScout APAC Improved Candidate Attraction & Time to Hire



ACTIVATION & NURTURE



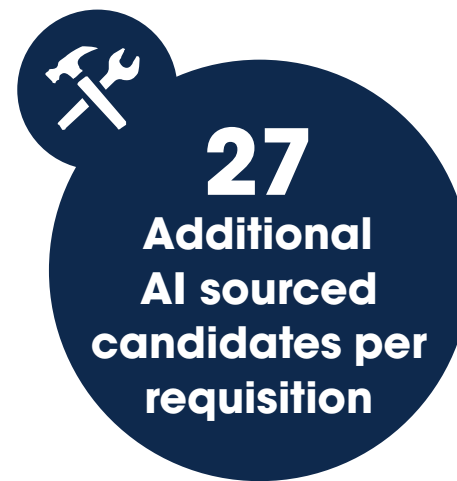
ACTIVATION



AWARENESS



AWARENESS



ATTRACTION



ASSESSMENT & NURTURE