The Ultimate Campus Recruiting Enablement Platform

Build and nurture your talent pipeline

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Agenda

- Intro to Recruiting Enablement
- Driving better outcomes through process
- Leveraging automation
- Demo
- Q&A

Recruitment is More Challenging Than Ever Before

- Changing workforce needs
- Overburdened recruiters
- Business D&I expectations

Research Findings

- Survey by Aptitude Partners (Madeline Laurano), in Feb & March 2020
- Focused on large enterprises

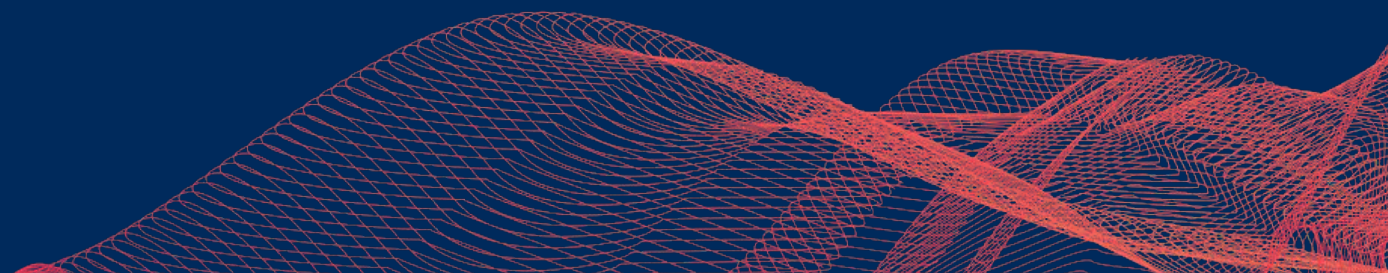
Recruiting Enablement

The practice of providing talent acquisition professionals with the tools (processes, content, and technology) that they need to be effective and efficient at recruiting quality hires.

Reactive Recruiting	VS	Recruiting Enablement
Poor alignment between recruiting and business		Strong alignment between business and recruiting goals
Lack of data and insights		Improvements made based on data
Inconsistent processes		Consistent processes
No or little content to engage candidates		Content created and improved based on data

63% say quality of hire is the greatest challenge, yet...

- No standard around measuring it
- Talent decisions based on gut



72% say using data to automate recruiting decisions is a priority this year

- 2x as likely to improve quality of hire

Protecting the Candidate Experience

And your future talent pipeline!

Driving better outcomes through process

Protecting relationships with *"Unqualified Fandidates"*

Unqualified *"fandidates"* are brand fans that apply for open roles, but whose skills are not yet a fit for that role.

- Identify unqualified applicants
- Design workflows that let them down easy & protect your brand

VS

Building relationships with qualified *"Casual Candidates"*

The best candidates are often casual: they are aware of their value, have more than one offer to consider, and are snapped up fast[9].

- Identify top candidates
- Fast track them to the next step in your process

Leverage automation (data-driven and/or templated)

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Lifting the Administrative Burden

Leveraging Automation

Recruiting is often stuck in tactics, fighting fires.

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Leverage automation to reduce workload

- Entering candidate data
- Administering & evaluating assessments
- Posting to job boards
- Selecting candidates for interview
- Designing interview agendas & super days
- Managing interview scheduling
- Onboarding new hires
- Nurturing & updating candidates

Challenges:

- Losing out to startups
- Attract more candidates digitally, while preserving a personal, high-touch approach
- Increase the diversity of the candidate pool

Results with Oleeo

- Held **30+ webinars for 5,000+ students** globally
- **22%** increase in overall applications
- Huge diversity improvements
  - **28%** Females
  - **32%** Black
  - **57%** Hispanic
- Time to hire: From 8 to 4 weeks

Oleeo Recruiting Enablement Platform

Your Recruiting Force Multiplier

Intelligent Automation

- Oleeo Recruit
- Oleeo Engage
- Oleeo Events
- Oleeo Insights

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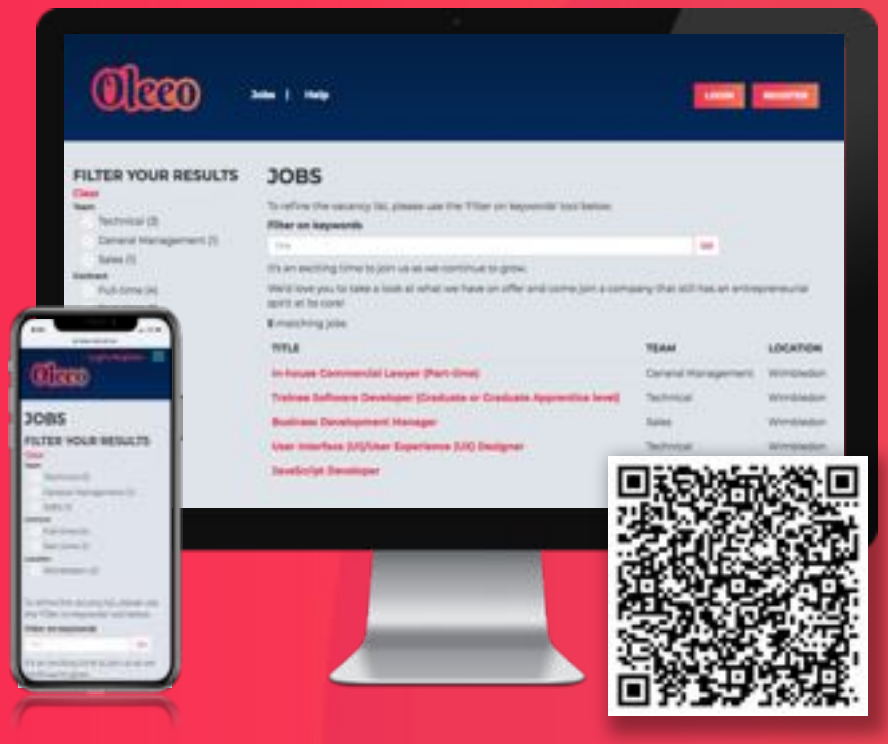
Demo

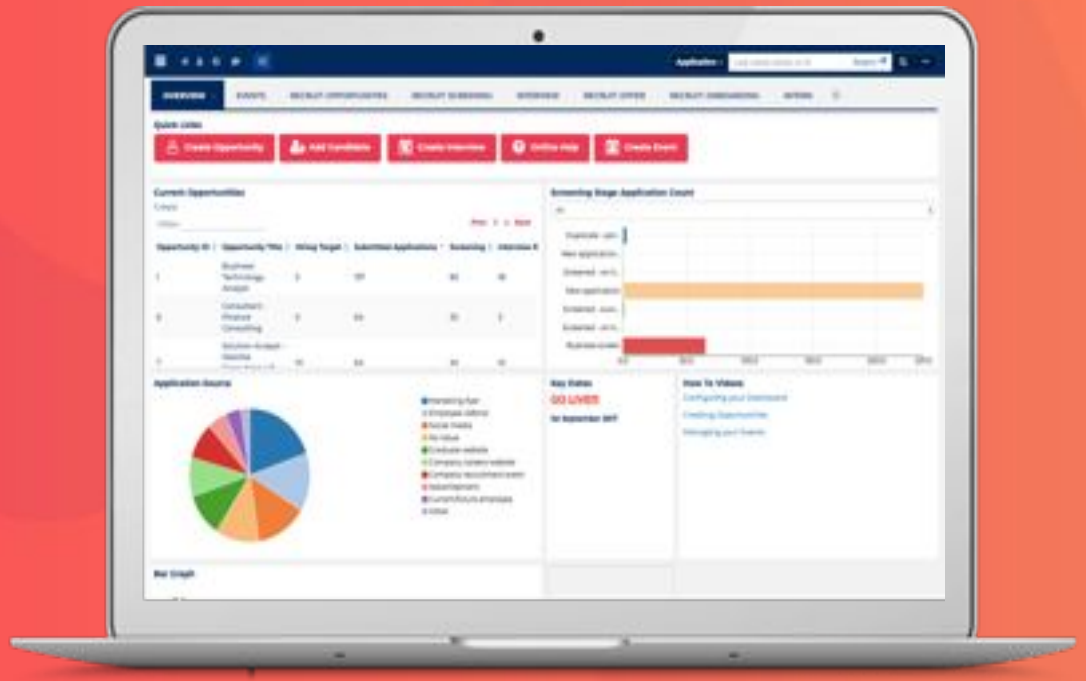
Candidates



Mobile App

Recruiter & Manager

Recruiter Dashboard



Registration

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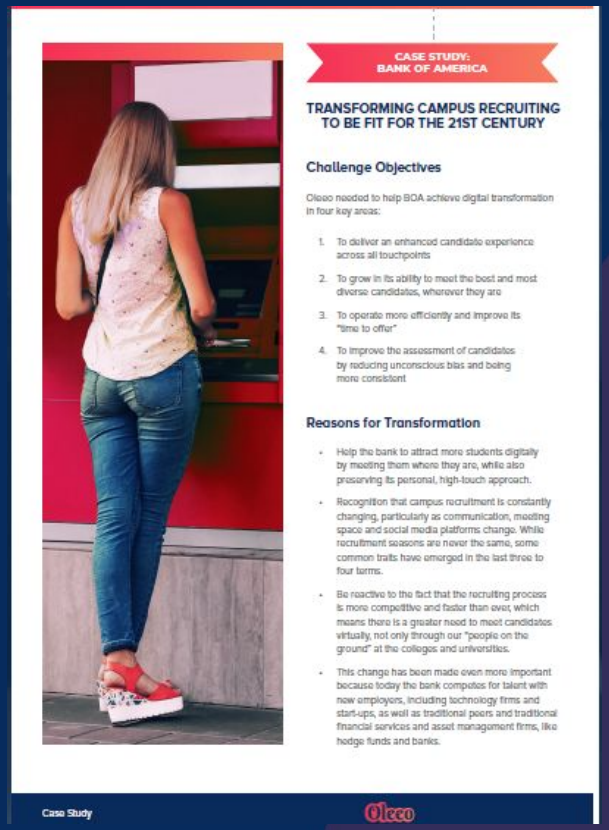
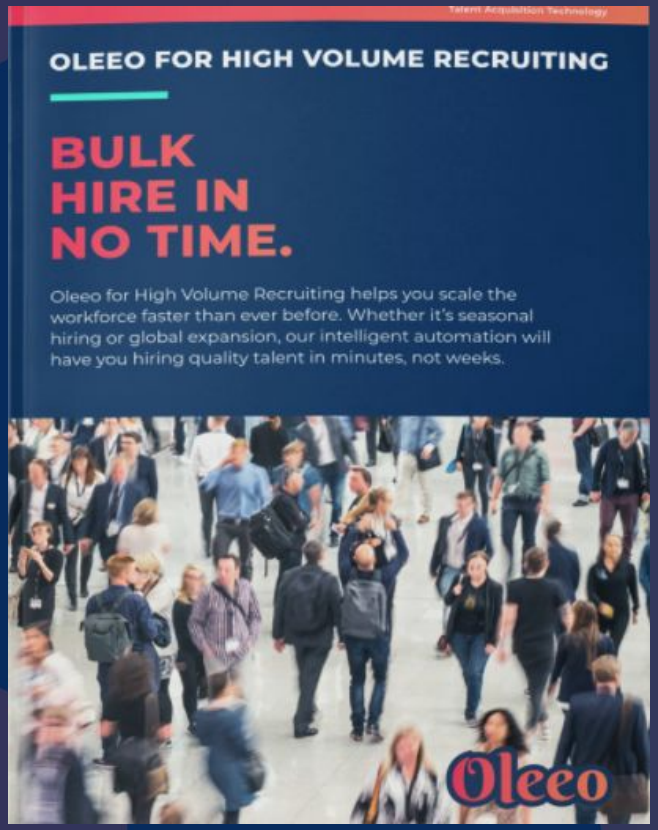
Thank you! Resources for you:



[Case Study: How Bank of America is Transforming Campus Recruiting]

[Whitepaper: Assessing Campus Recruitment Event Effectiveness]



[Brochure: Oleeo for High Volume Recruiting]

CONNECT: THE VIRTUAL EXPERIENCE

TECH SOLUTIONS

THANK YOU

for attending this session!

VISIT NACEWEB.ORG FOR MORE RELATED CONTENT.