

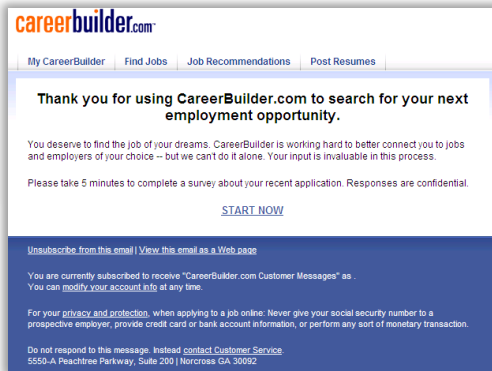
## Applicant Experience Overview

# How Do We Collect the Information?

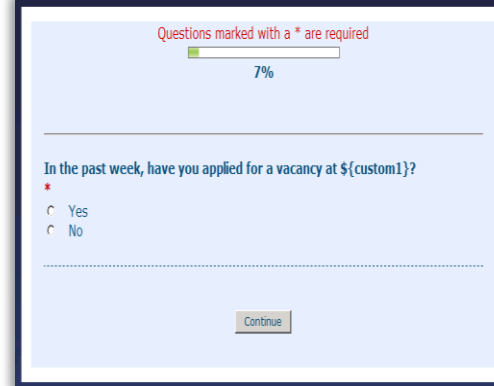
## 1. Job Seeker Applies to job



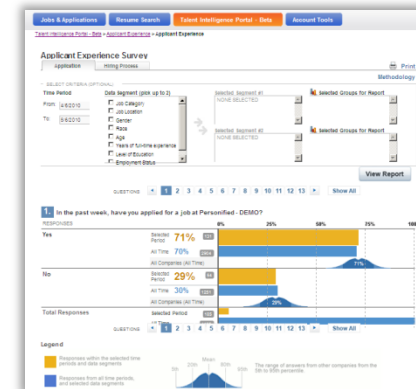
## 2. Job Seeker is invited to take survey



## 3. Job Seeker Takes Survey

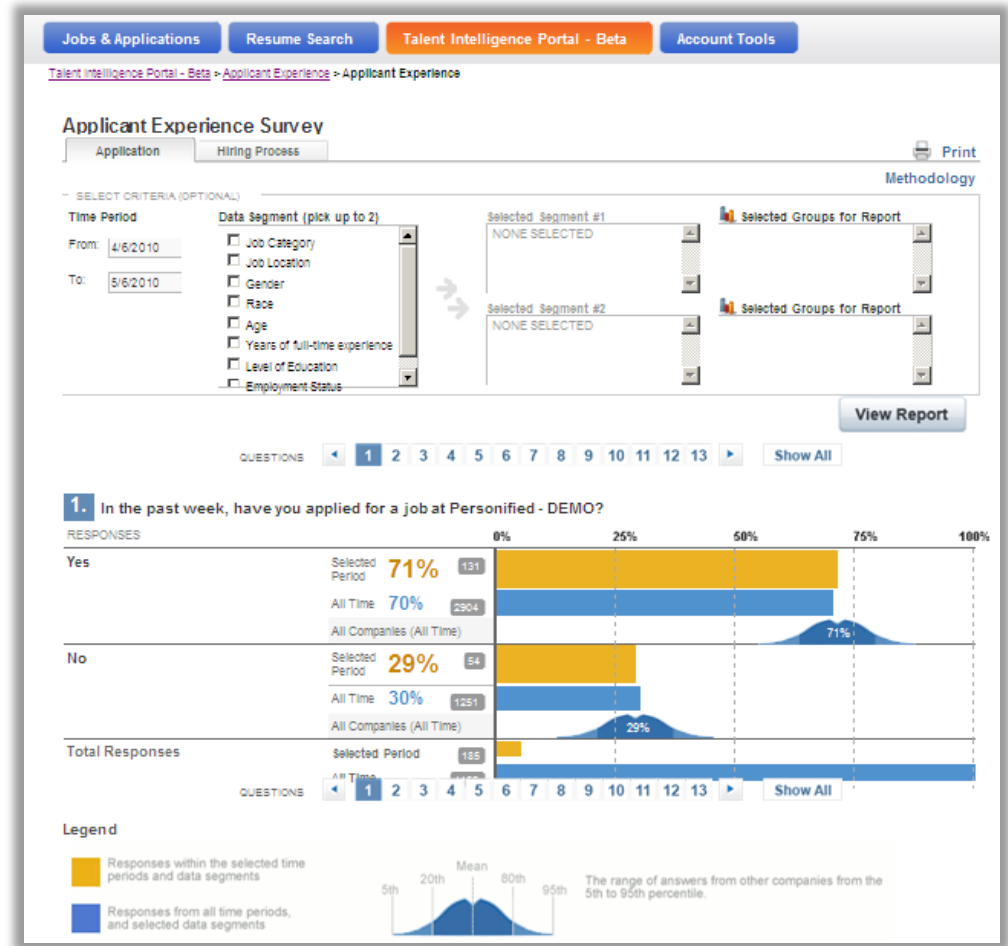


## 4. Client Gains Access to Portal



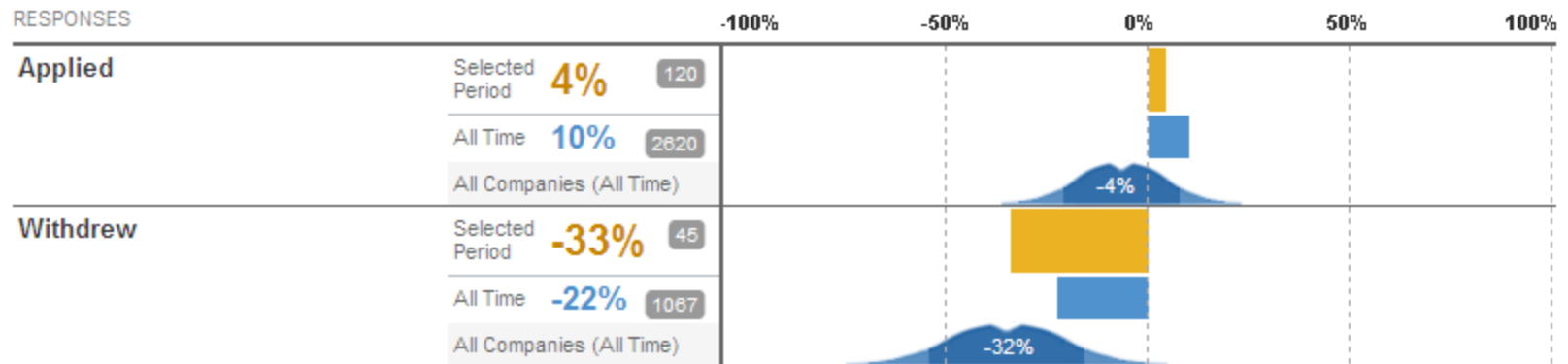
# How Does this Differ from Do It Yourself?

- All Talent
- Unbiased filter
- Benchmarking
- Segmentation
- Real time



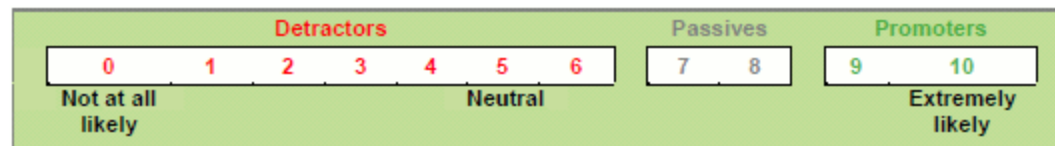
# Net Promoter Score

**7.** Based on your experience with Personified - DEMO, how likely are you to recommend this company to a colleague or a friend?



Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

To calculate your company's Net Promoter Score (NPS), we took the percentage of job seekers who were Promoters and subtracted the percentage who were Detractors.



$$\text{NPS} = \% \text{ of Promoters (9s and 10s)} - \% \text{ of Detractors (0 through 6)}$$

# Applicant Experience

## CUSTOMERS



## Initiatives

- Lower cost to acquire talent
- Increase specific demographic segment
- Raise brand awareness
- Launch new technology/process
- Increase effectiveness of recruitment team

## IMPACT

- Reduce candidate loss rate though changes in process/technology
- Build more effective messaging for target talent by demographic segments
- Improve overall employment brand through ability to better understand how target talent perceives you as a company
- Increase number of quality hires through development of team