



GAIN INSIGHT INTO YOUR RECRUITMENT PROCESS

Measure your application process and post-application interactions using real-time applicant perceptions.

IMPROVE YOUR RECRUITMENT RETURN ON INVESTMENT

Understanding how job seekers interact with your technology, your brand and your recruitment team has never more important than in today's competitive recruiting environment. You not only need to understand your target talent and what they want but also make it an easy and positive experience for them to gain access to you and your open positions.

The effectiveness of your overall recruitment strategy determines the quality of hires and recruitment expense. Until today it has been difficult to objectively evaluate your recruitment process, team, brand, and talent pool. Most companies obtain only biased opinions from those individuals who are actually hired. As this is insightful, the goal is to get a 360 degree view from all applicants to truly understand what they think of your overall recruitment process while they are actively participating in it.

With the **Applicant Experience Portal**, you gain real time insight from your applicants on both your application and recruitment process from day 1. The portal provides you the ability to conduct analysis on data collected daily on your target talent which allows you to make quick, informed decisions when optimizing your recruitment process.

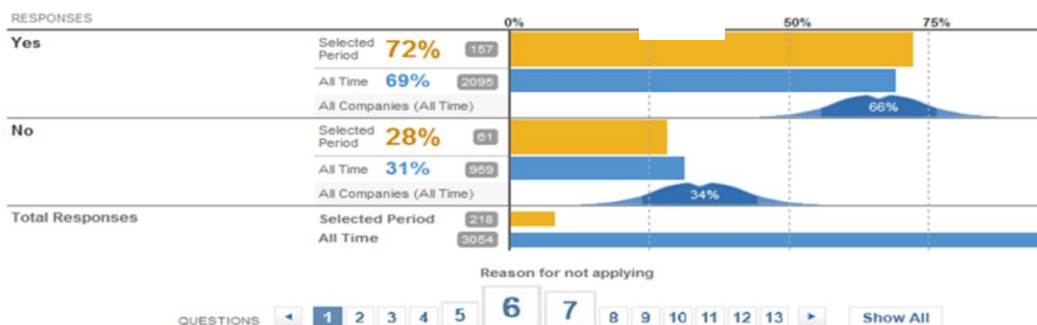
No other company can provide you with real-time perceptions of job seekers who attempted to apply in addition to true applicant perceptions.

In addition, you can analyze the survey data daily by:

- Demographic
- Job category
- Location

By benchmarking your performance, you can successfully fine-tune your recruitment process to save you money and time while efficiently delivering your company top talent.

1. In the past week, have you applied for a job at Personified - DEMO?



Obtain real-time perceptions of applicants so you can:

- Understand your applicant drop-off
- Measure applicant experience with your recruitment team
- Measure strength of your employment brand
- More effectively use each recruitment dollar
- Determine post-application process improvements
- Benchmark your recruitment process month over month

Personified™

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