

# Analytics in the Boardroom

## Success by Numbers

*With...*

OnRecruit

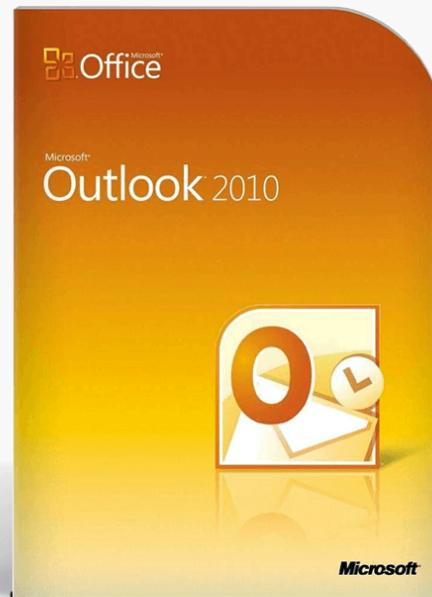
# In the beginning...



# The Recruitment team...



# The ATS



# The Hiring Community



# So I hired a team...



...I implemented a system



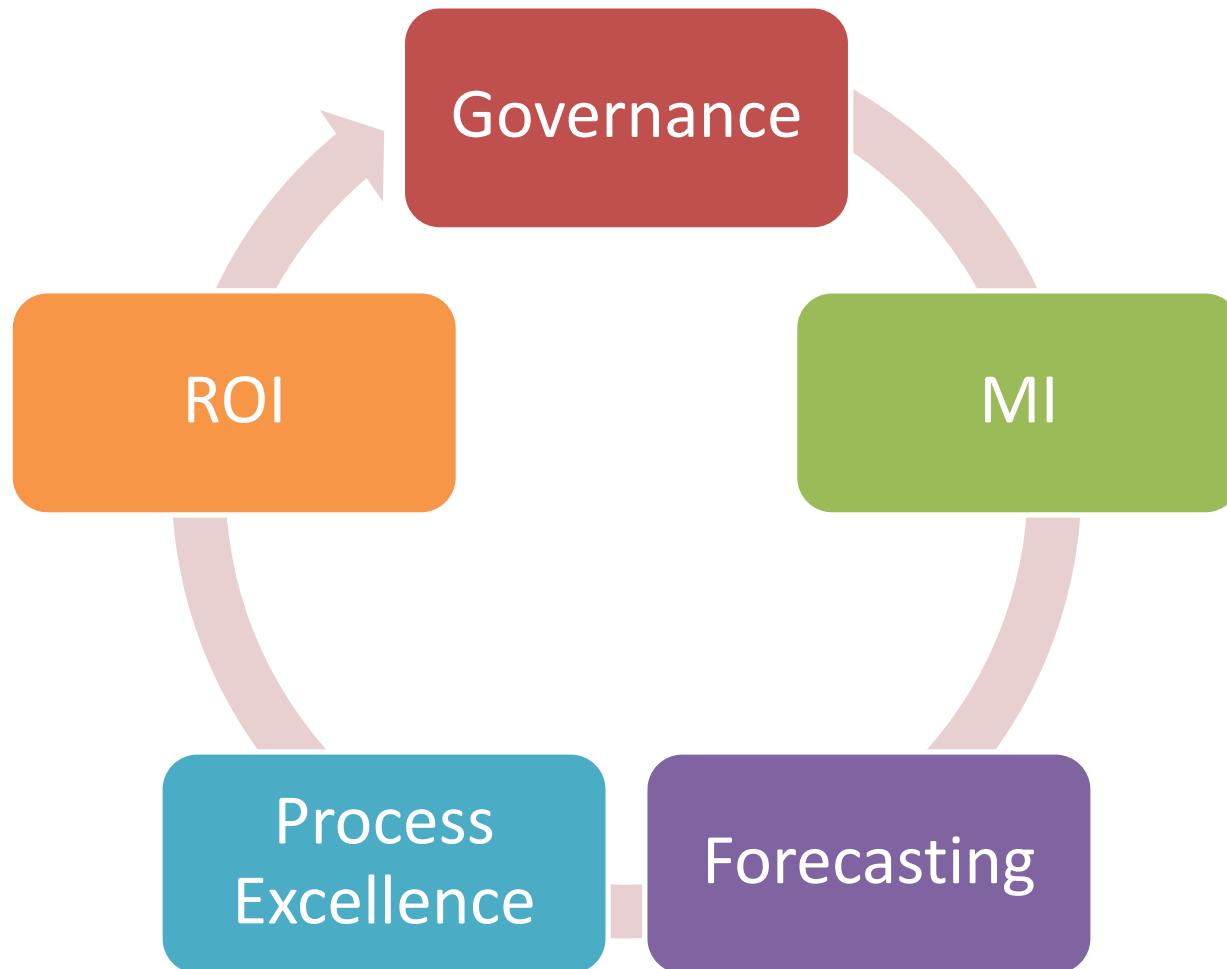
...and created some love



# Now we have Data!



# What does a Board want?



# Case study: Org Design

## = Hiring Process \*

↳ How many direct reports does this individual manage? \*

↳ This is below idea

↳ Management Span Business Case \*

How many direct reports does this individual manage? \*

Please select

Please select

None

1 to 2

3 to 4

5 to 6

7 or more

Office \*

Dublin

Ora

Internal

Site Reference

IE0001

Internal

High Cost location - does this need to be based here? \*

Yes (business case required)

Please select

Please select

None

1 to 2

3 to 4

5 to 6

7 or more

If Yes, why and what other options were considered? \*

Management Span Business Case \*

# Case Study: Contractors

## Non-Employee Approval Chain

Contractor Please set chain type to select approvers

Sequential approval

Approval requests are sent in an order that you can configure.

Parallel approval

Approval requests are sent to all approvers at once.

How and front  
allocated? \*

Select an approver ▾

Project We

Is Contract ne

1 Named User

DD

Div. Finance Director

New Contr

2 Named User

TD

Transformation Director

Assignment E

31/12/2018

3 Named User

CT

Contractor Team

# Case Study: Office Space!

## 4. Schedule and share

Hi Peter,

Your report is ready. Click "Access report" to download the report file. You may be asked to authenticate if you aren't currently logged into SmartRecruiters.

Report name: Office Occupancy

Report file generation date: 9/14/18, 11:25 AM

[Access report](#)

[Save & Run](#)

[Save only](#)

[Cancel](#)



How to use the insights of  
the full candidate journey  
in the boardroom

# The objective is to attract & hire more candidates

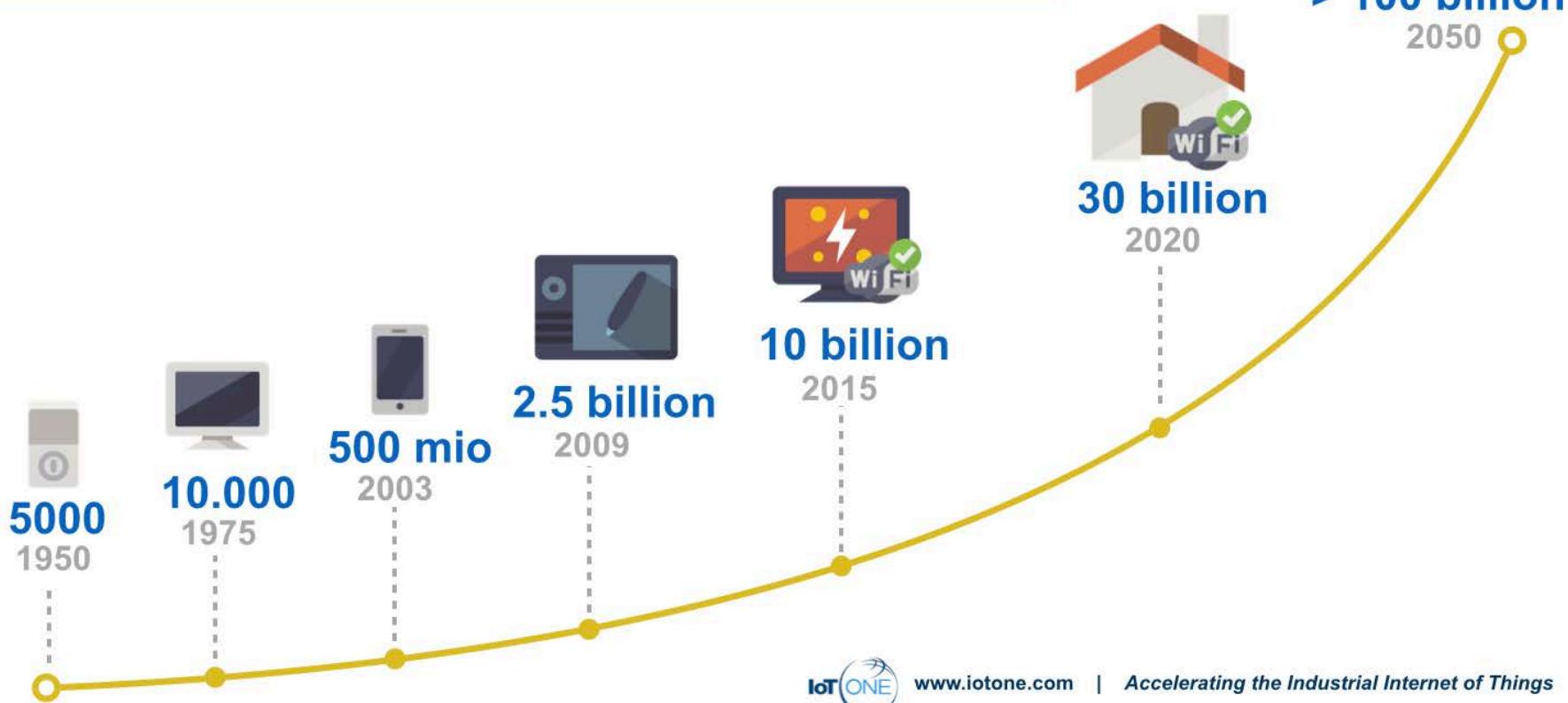


# Challenge: Understanding what quality candidates do & where they are

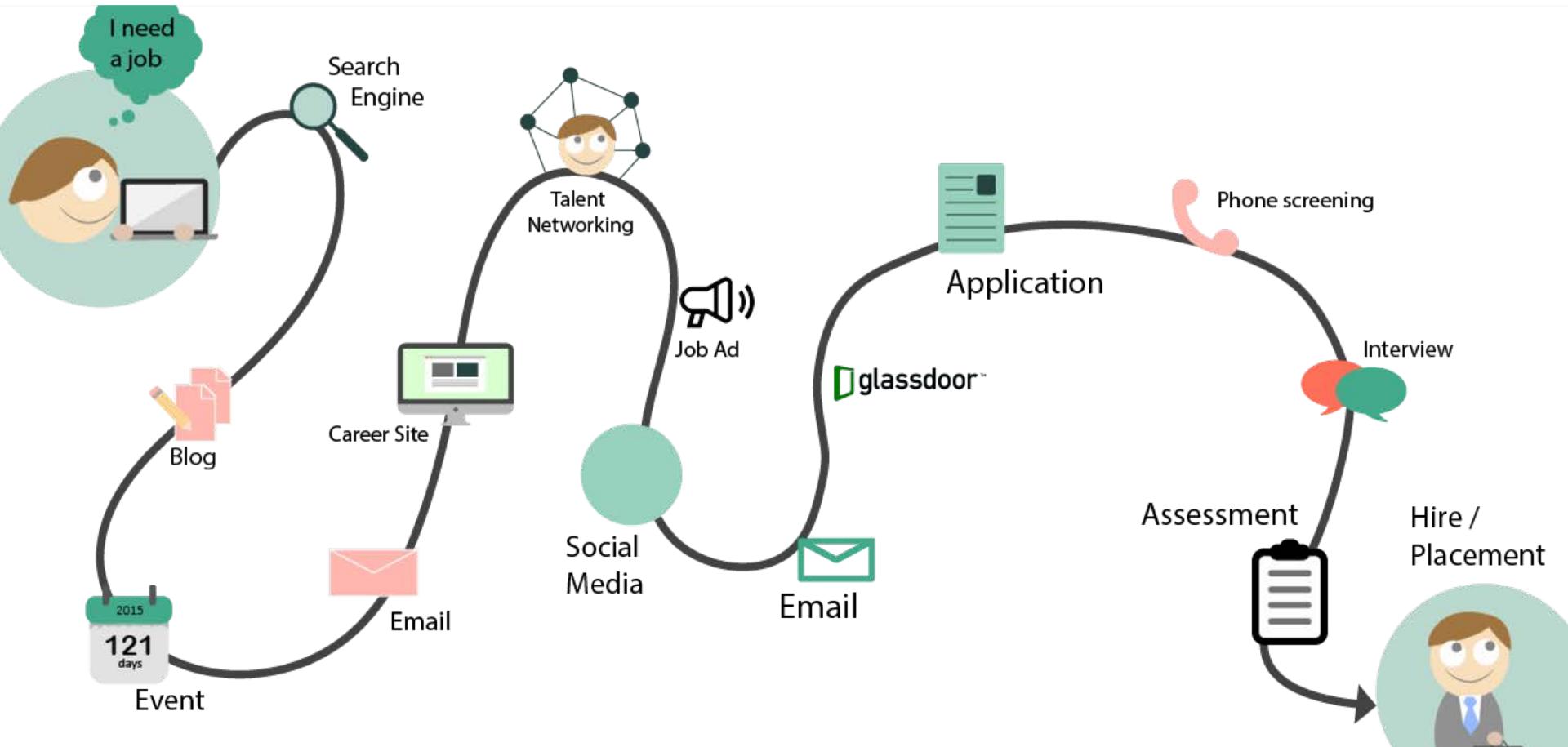


# Job search and orientation is shifting to online channels ...

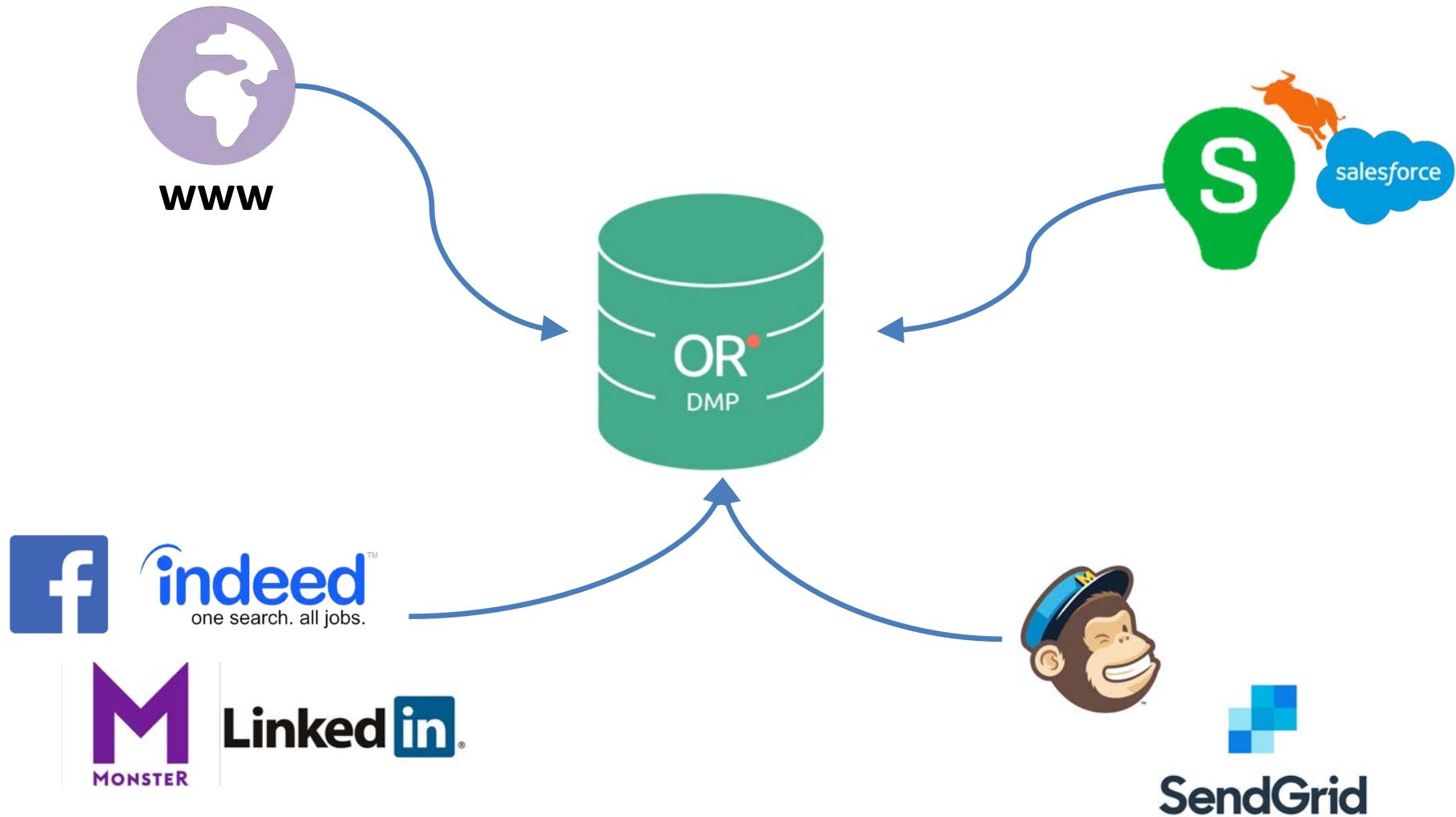
## Number of Connected Devices by 2050



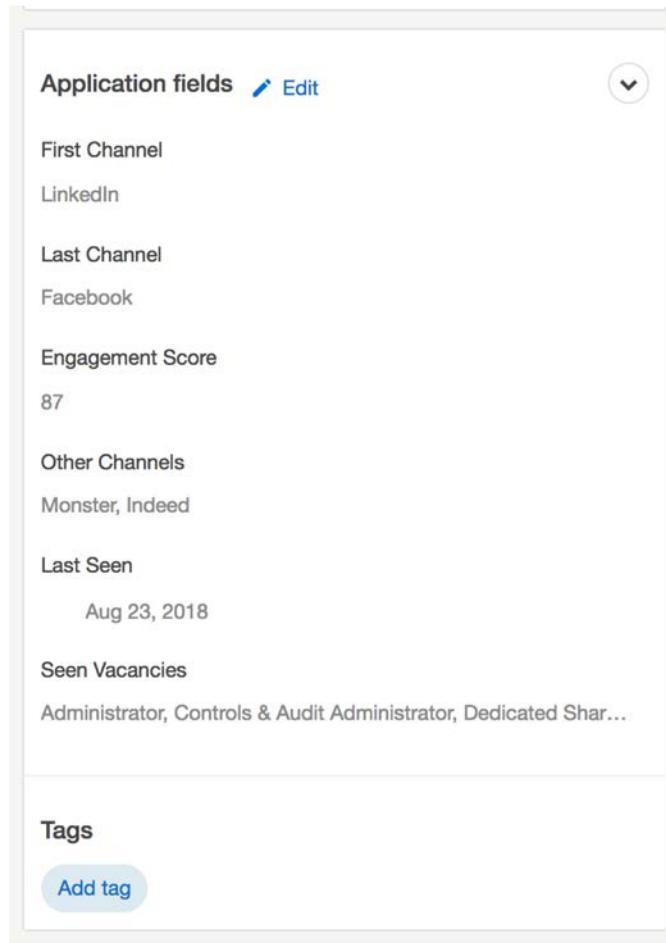
# ... and the candidate journey is getting more and more complex



# Our solution: A data platform to understand the whole candidate journey



# Understand what channels are providing quality candidates and hires ...



The image shows a screenshot of the SmartRecruiters application fields interface. The title bar says "Application fields" with an "Edit" button and a dropdown arrow. The interface lists several fields with their values:

- First Channel: LinkedIn
- Last Channel: Facebook
- Engagement Score: 87
- Other Channels: Monster, Indeed
- Last Seen: Aug 23, 2018
- Seen Vacancies: Administrator, Controls & Audit Administrator, Dedicated Shar...
- Tags: (empty)

At the bottom is a blue "Add tag" button.

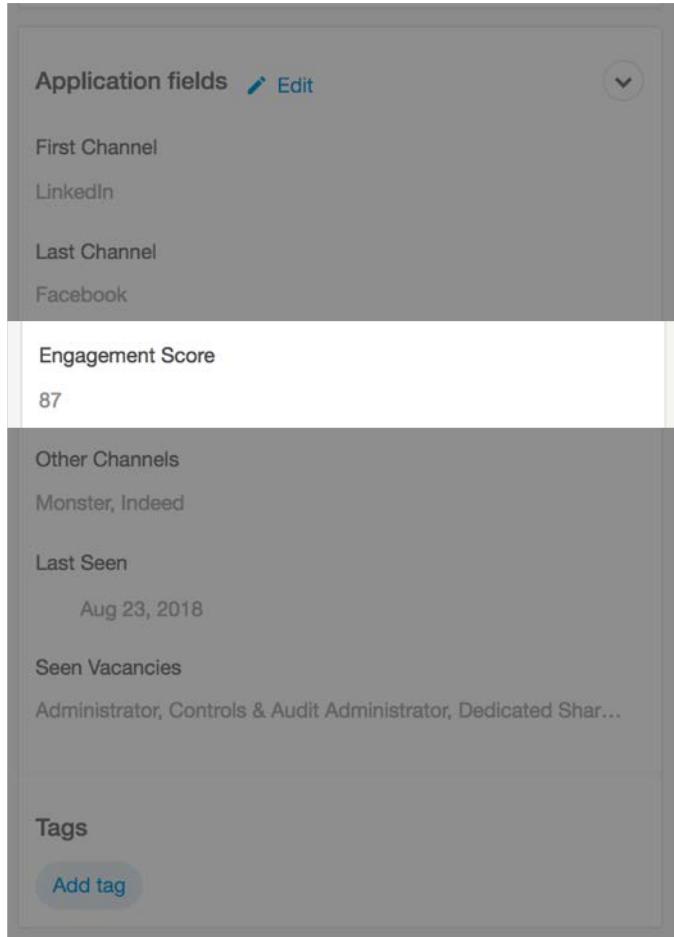
*OnRecruit added and populated custom fields in SmartRecruiters on job applications which showed extra context. These fields can be used in hire reports*

# Understand what channels are providing quality candidates and hires ...

Channel ▾	Conversions Points ▾	Conversions Percentage ▾	Qualified Points ▾	Qualified Percentage ▾	Hires Points ▾	Hires Percentage ▾
Total	3426.00	-	629.00	-	53.00	-
Monster	675.00	19%	65.00	10%	6.00	11%
CV Library	637.00	18%	68.00	10%	7.00	13%
Indeed	336.00	9%	268.00	42%	22.00	41%
Google	329.00	9%	56.00	8%	5.00	9%
direct	326.00	9%	31.00	4%	3.00	5%

*OnRecruit's dashboard that gives you a high level view of the performance of your channels. You can drill down by job category, location, date and many other factors*

# Understand which candidates are on the market again



The screenshot shows a candidate profile interface with the following sections:

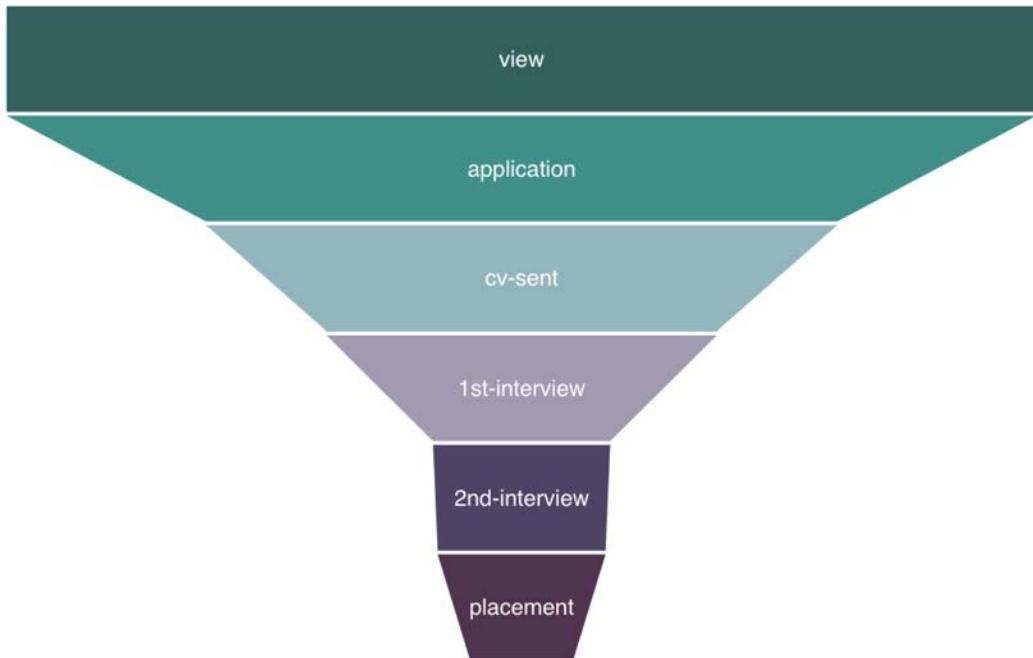
- Application fields**: A list of channels: First Channel, LinkedIn, Last Channel, Facebook.
- Engagement Score**: A value of 87.
- Other Channels**: Monster, Indeed.
- Last Seen**: Aug 23, 2018.
- Seen Vacancies**: Administrator, Controls & Audit Administrator, Dedicated Shar...
- Tags**: A button labeled "Add tag".

- Engagement score is a metric for how engaged a candidate is based on engagement with one of the digital assets of Link Asset Services
- OnRecruit can automatically notify recruiters of candidates that were qualified in the past and are suddenly actively engaging with your website again; the candidate is on the move/in the market

# And of course all in a GDPR compliant matter

- OnRecruit does not store any PII, only the SmartRecruiters id, OnRecruit's own assigned id, what URL on the website the candidate has visited and through which marketing channel it came
- Working in close collaboration with Dutch Law Firm ICT Recht to stay that way

# Increase marketing ROI by combining marketing and ATS data



- How many views, applications, interviews do we need for each hire?
- What channels do we need to invest in to get a hire?
- How much do we need to invest in these channels?

# Increase recruiter productivity by helping them source from their own database

Application fields >Edit

First Channel  
direct

Last Channel  
LinkedIn

Engagement Score  
95

Other Channels  
Google

Last Seen  
Sep 17, 2018

- By understanding which candidate is on the move
- By providing more context to recruiters around what a candidate looked for; i.e. cross hire candidates

