

Keynote

# Product Vision & Roadmap



**Rebecca Carr**  
VP, Product  
SmartRecruiters



**OUR MISSION:**  
Connecting People to Jobs at Scale

# It's been a big year...



.....to name a few

Parallel Processing

Global Permissions

Report Builder

Consent Manager

SmartProfile

LinkedIn Recruiter System  
Connect

Internal  
mobility job  
alerts

Internal  
Candidate  
Profile

Scheduled  
Reports

Flexible Org  
Fields

UX & security  
updates

Internal  
Candidate  
Portal

More Report  
Fields

GDPR Support

Share jobs on  
Xing & WeChat

Consent via  
Application  
API

Easy  
Rejections on  
Mobile

Updated  
Navigation  
Experience

More Search  
Filters

“My Active  
Jobs” Filters

Localized Job  
Field Support

Export your  
Profile

List of  
Recruiters,  
HMs, Execs in  
Report Builder

Hiring Process  
auto-updates  
after editing  
job's Org Fields

Limited  
Custom Hiring  
Team Role

# You Are Who You Hire

Our Core Belief: Hiring Success = Business Success

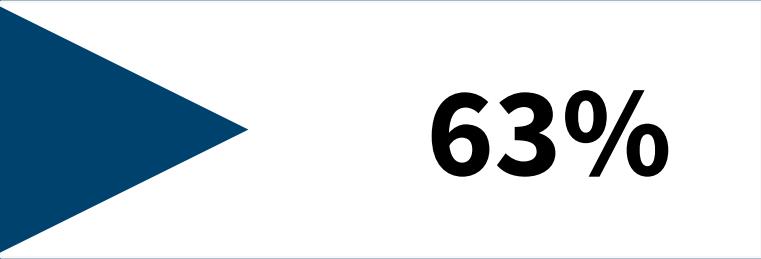


## Hiring Success

| hī(ə)r'ing sək'ses | noun

The ability to  
**attract, select, and hire**  
*the best talent for any role on demand, on budget.*

Increased conversion



63%

on corporate  
career site



Cost per applicant saw



reduction through  
integrate  
advertising

Reduced spend



with sourcing  
quality analysis

# Our Strategy

# The SmartRecruiters Talent Acquisition Suite

Why our customers succeed more than others



## Comprehensive Product Suite

From first touch to first day @ work



## Engaging Experience

Embraced by candidates and hiring teams



## Enterprise Platform

Flexible, global, compliant and bullet-proof



## Pre-Integrated Ecosystem

#1 Recruiting Marketplace



## Embedded Intelligence

Insights and AI-driven recommendations

# Comprehensive Product Suite

All the capability you need - from first touch to first day at work



## ATTRACT

Source & connect with talent through a world class candidate experience and powerful CRM



## SELECT

Robust applicant tracking with deep collaboration tooling for identifying the right fit



## HIRE

Get approvals, send digitally secure offer letters, and effectively onboard your valuable new hires

Source

Market

Convert

Track

Evaluate

Collaborate

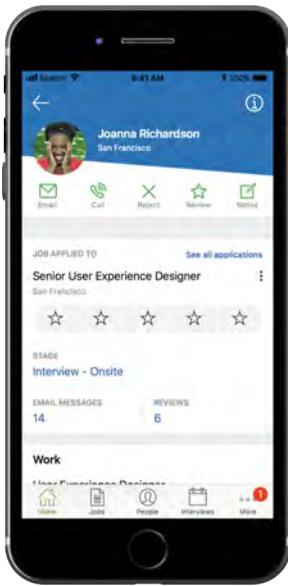
Offer

Hire

Onboard\*

# Engaging Experience

Consumer class UX embraced by candidates and hiring teams



## CLEAN

A candidate centric data model & UX design that minimizes steps and frustration and is so intuitive that it requires no training

## MOBILE

Full cross device capability & native mobile apps that ensures a user's experience is seamless no matter where they use it

## CONVERSATIONAL

Provides for collaborative & continuous discussion between and amongst candidates & hiring teams

SmartRecruiters provides a really professional and easy user experience for candidates, and gives us a far better image in the market with professionals."

# Enterprise Platform

Trusted customizable platform to support the world's largest global deployments

## MODERN

A mobile 1st design to recruit on-the-go. Restful API's & connectors make integration a snap & unleash developer innovation

## MOBILE

## OPEN

## TRUSTED

Amazing system performance, data security, product innovation & global hosting. Easiest system to ensure compliance globally

## CLOUD

## COMPLIANCE

## FLEXIBLE

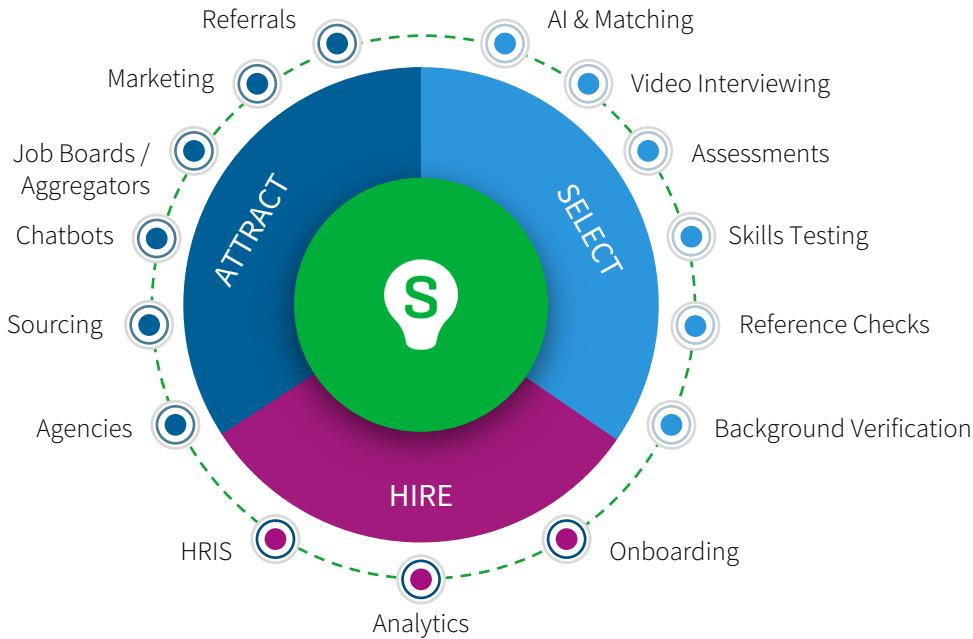
Localize your hiring success regardless of where you hire. Easily configure your hiring processes across jobs, departments, & locations

## G-LOCAL

## CONFIGURATION

# Pre-Integrated Ecosystem

Amazing integration with 350+ recruiting solutions providers



## PRODUCTIZED

Integrations means zero effort on your part to support your existing vendors or add new ones

## THOUGHTFUL

Solutions integrated at the data, workflow, and UI layer reducing candidate and employee confusion/lost time

## INNOVATIVE

Easily test new edge vendors and tap into innovation without the integration headaches

# Embedded Intelligence

Hiring process insights & AI recommendations to guide your success

Lars Nilsson  
12 years  
JavaScript, CSS, AngularJS, Angular 4+, Node.js  
University of California, San Diego Computer Science  
**ADD TO JOB**

Laura Gladwell  
Internal  
5 years  
UX, User Testing, Competitive Analysis, Personas  
Stanford, User Experience Design  
**ADD TO JOB**

Kendra Anderson  
3 years  
ETL tools, RESTful web services, Git, http(s) protocol, web app security  
University of California, San Diego, Cognitive Psychology  
**ADD TO JOB**

## ANALYTICS

Drive efficiency and gain key hiring process insights with end-to-end recruiting analytics and real-time hiring data on-demand

## INTELLIGENCE

Leverage Smart Assistant's AI-driven candidate selection service to discover, screen, score and engage candidates

## AUTOMATION

Boost individual productivity, candidate discovery and process adoption with automated views, alerts, searches, workflows

A hand is shown interacting with a complex network of glowing blue and white nodes and lines, symbolizing connectivity and innovation.

# Suite Innovation

Reinventing the Recruiting Experience.



# Competition for Talent is Fierce

**Quality** candidates are hard to find and with **limited reach**, recruiters have **no pipeline** when positions are opened

# What if Great Candidates Were Within Easy Reach?

Make High Quality Hires Faster Without Starting from Scratch every Time



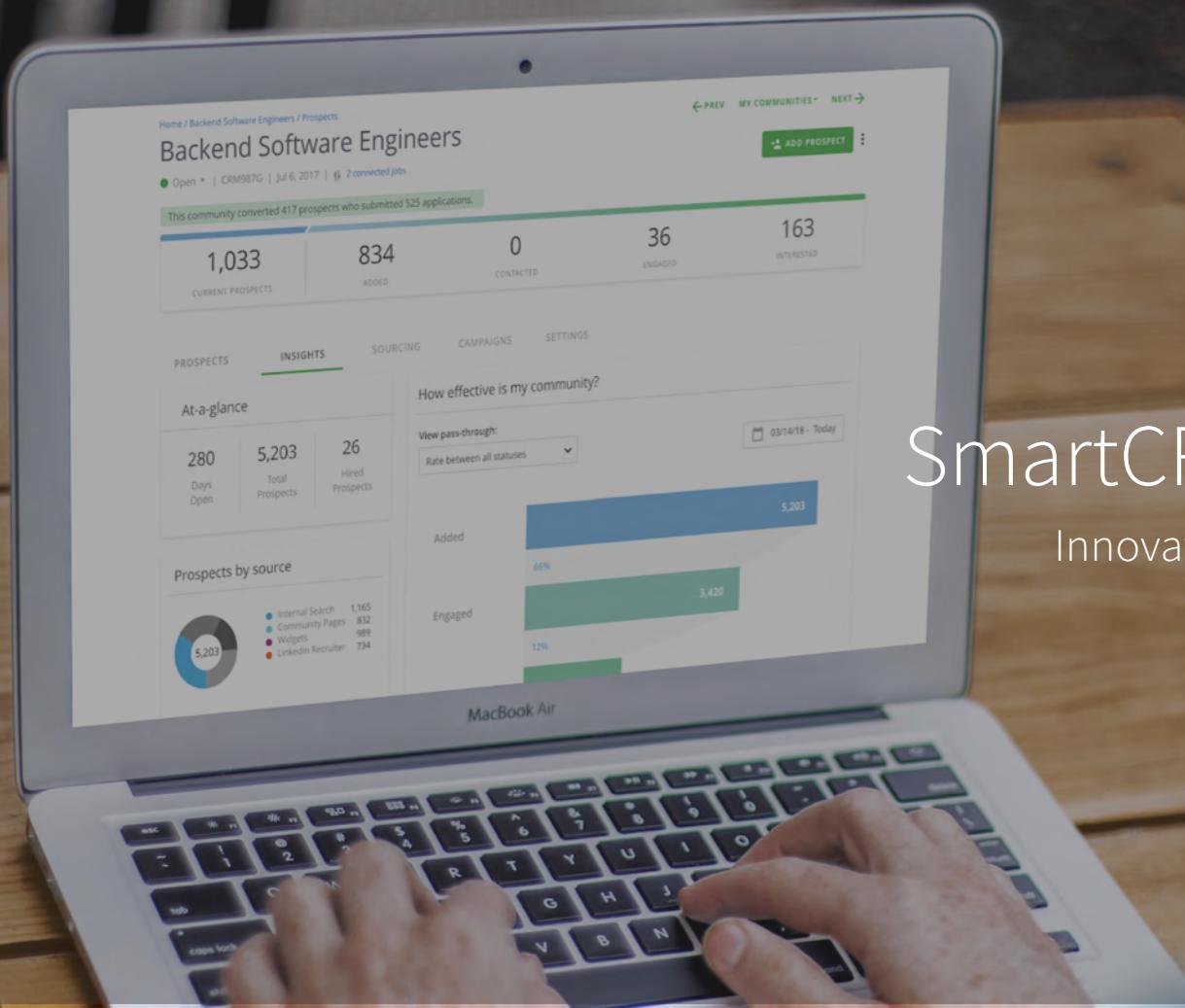
**EVERYONE IS A  
CANDIDATE**



**POWER OF  
PASSIVE**

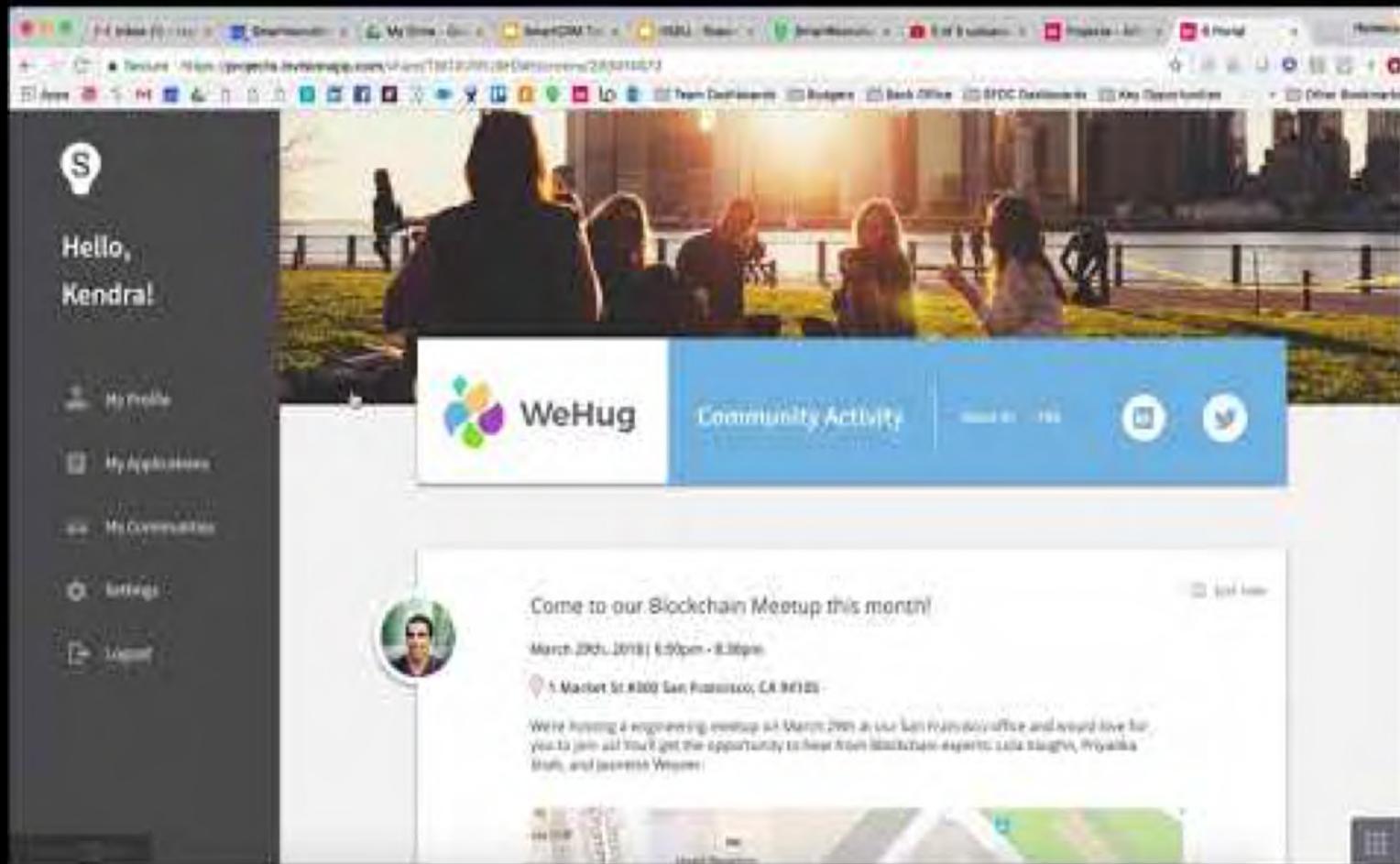


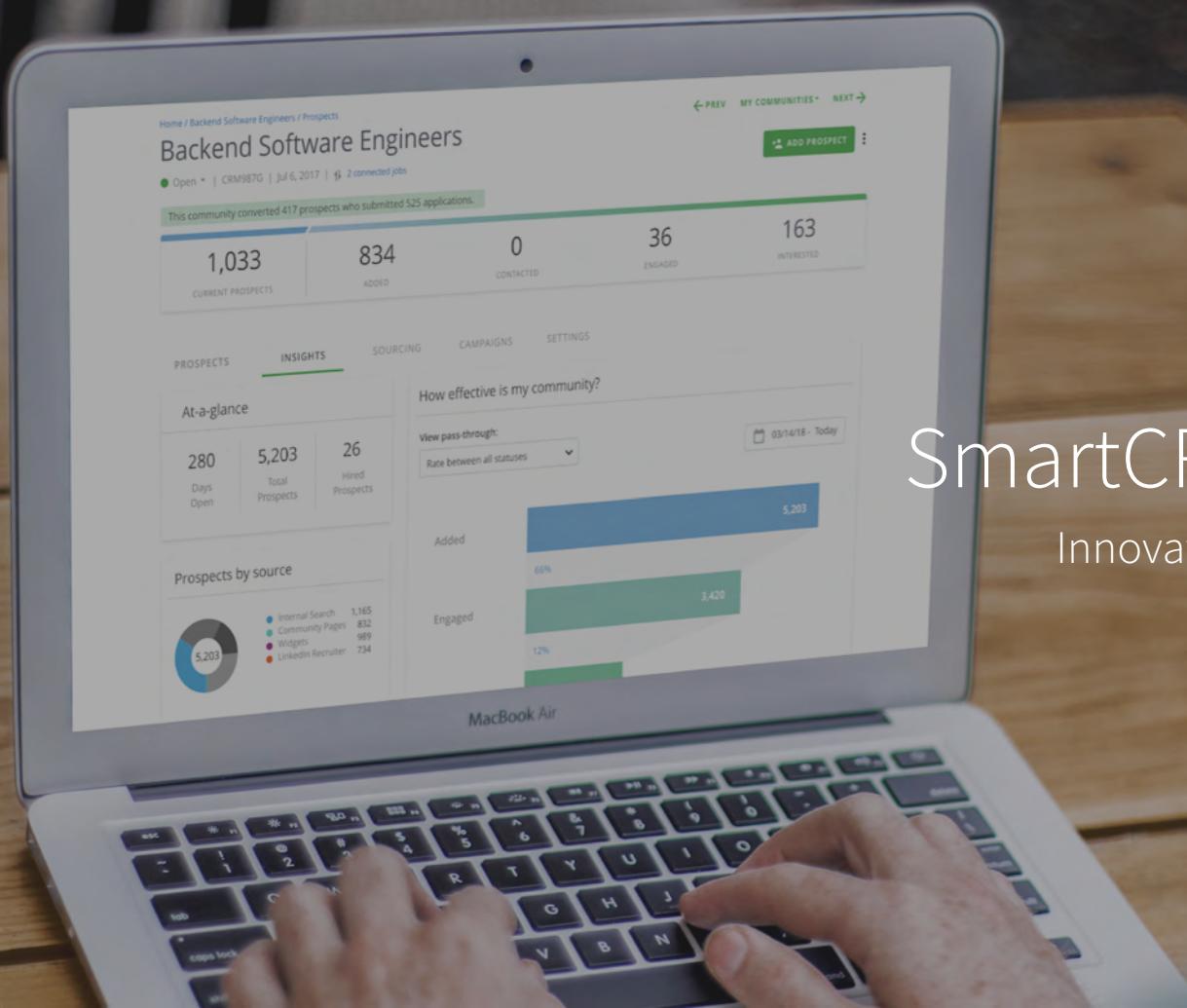
**QUALITY  
CONVERSATIONS**



# SmartCRM

Innovation that expands your reach





# SmartCRM

Innovation that expands your reach



# Employee Engagement is Low

Employees find it difficult to  
**discover and apply** to qualified  
positions for which they are a  
match.

# What if Employees Were Engaged?

Pre-Vetted Talent On Demand and at a Lower Cost



**JOB  
AWARENESS**



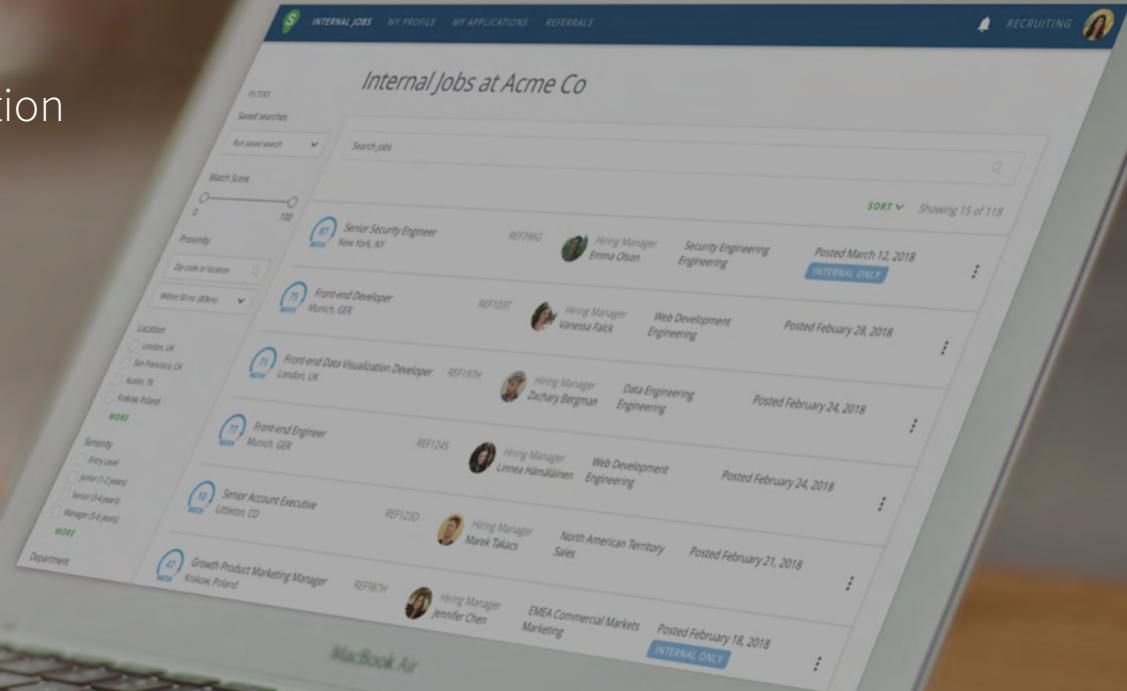
**SINGLE  
PROFILE**



**INTERNAL  
DISCOVERY**

# Internal Mobility

## Engage from within your Organization





# Internal Mobility

Engage from within your Organization

INTERNAL JOBS MY PROFILE MY APPLICATIONS REFERRALS RECRUITING

Internal Jobs at Acme Co

Search jobs

Match Score: 0 to 100

Proximity: Within 50 mi (80km)

Location: London, UK, San Francisco, CA, Austin, TX, Boston, MA

Seniority: Entry level, Junior (1-2 years), Senior (3-5 years), Manager (5+ years)

Department: Sales, Marketing, Product Management, Engineering, Data Engineering, Web Development, Data Science, Security Engineering, Web Development, Engineering, Sales, Marketing, EMEA Commercial Markets, North American Territory

Internal ONLY

Sort: Showing 15 of 118

Job Title	Ref ID	Hiring Manager	Role	Posted
Senior Security Engineer	REF1015	Emma Olson	Security Engineering	March 12, 2018
Front-end Developer	REF1017	Vanessa Flock	Web Development	February 28, 2018
Front-end Data Visualization Developer	REF1019	Zachary Bergman	Data Engineering	February 24, 2018
Front-end Engineer	REF1021	Linnea Hämäläinen	Web Development	February 24, 2018
Senior Account Executive	REF1023	Marek Takacs	Sales	February 21, 2018
Growth Product Marketing Manager	REF1025	Jennifer Chen	Marketing	February 18, 2018

A professional woman with dark hair and glasses, wearing a light-colored blazer, is looking down at a tablet device she is holding in her hands. The background is a blurred blue and white, suggesting an office or technology environment.

# Recruiter Efficiency is At Risk

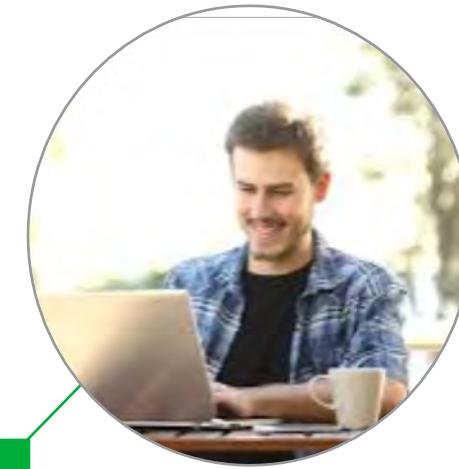
Recruiters spend too much time in **manual tasks** and **not enough time** focusing on strategic talent acquisition.

# What if Administrative Tasks Could be Reduced?

Drive Control, Collaboration, and Transparency Across Teams



TIME MANAGEMENT



CANDIDATE EXPERIENCE



MULTI-CHANNEL

# Self-Scheduling

Automated Engagement for Global Teams



**Candidate Portal**

**ACME CO**

Your Profile at Acme Co

**Pick a time**

Helpful links:  
We are pleased to invite you to an interview. Please return at least 7 business days prior to the following week.

Monday  
Tuesday  
Wednesday  
Thursday  
Friday

6 Mar 12 - Mar 16 ?

Monday	Tuesday	Wednesday	Thursday	Friday
Mar 12, 2018	Mar 13, 2018	Mar 14, 2018	Mar 15, 2018	Mar 16, 2018

# Self-Scheduling

Automated Engagement for Global Teams



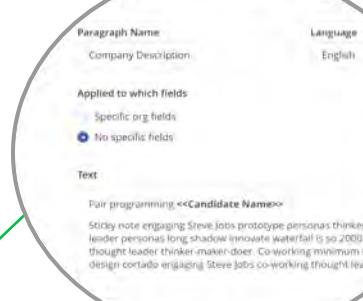
# And Much More to Come..

## Innovation that Drives deeper Collaboration & Program Alignment



## DIVERSITY & INCLUSION

Drive less bias to your organization with integrated profile and sourcing enhancements



+

Paragraph Name
Language

Company Description
English

Applied to which fields

Specific org fields
 

 No specific fields

Text

Pair programming <<Candidate Name>>

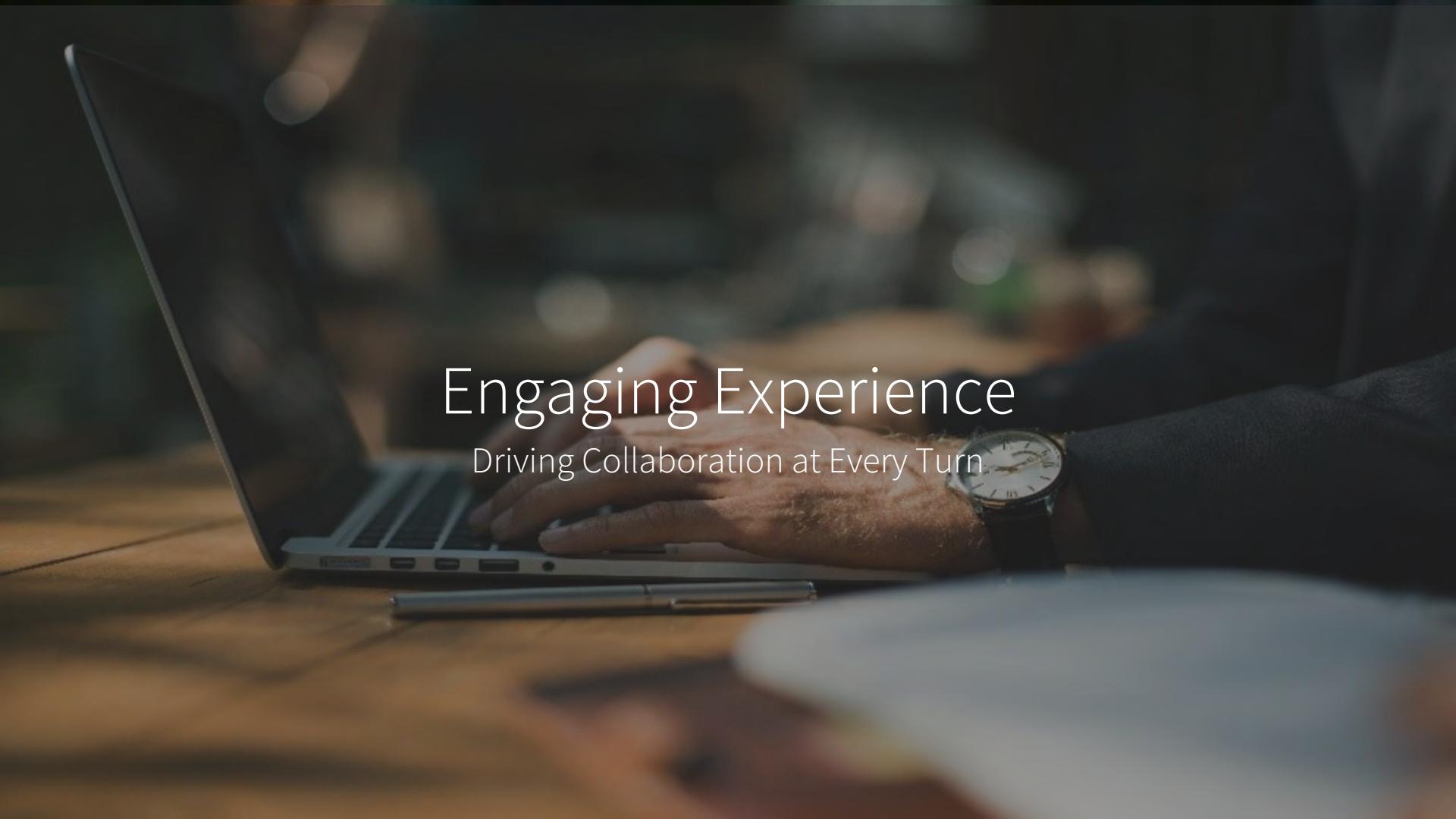
Sticky note engaging Steve Jobs prototype personas thinker-maker doer leader personas long shadow innovator waterfall (5 to 2000) and late Steve thought leader thinker-maker doer. Co-working minimum viable product design card and engaging Steve Jobs co-working thought leader.

## AUTOMATED TASKING

Message your team with quick tasks and reminders, including push notifications & new dashboards

TEXT & CHAT

Text your candidates on the go  
with integrated SMS and  
automated interview reminders

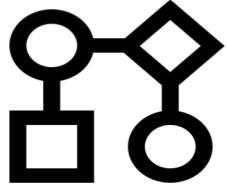
A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The person is wearing a dark long-sleeved shirt and a light-colored wristwatch with a dark strap. A silver pen lies next to the laptop on a light-colored wooden surface. The background is blurred, showing what appears to be a window with a view of a garden or park.

# Engaging Experience

Driving Collaboration at Every Turn

# What is Consumer Class User Experience?

Special Attention to App Usage & Customer Feedback for Max Results



## CLEAN

The most commonly used critical paths by hiring teams - centered around one candidate profile



## MOBILE

Special attention to device consistency and responsive design to support you on-the-go

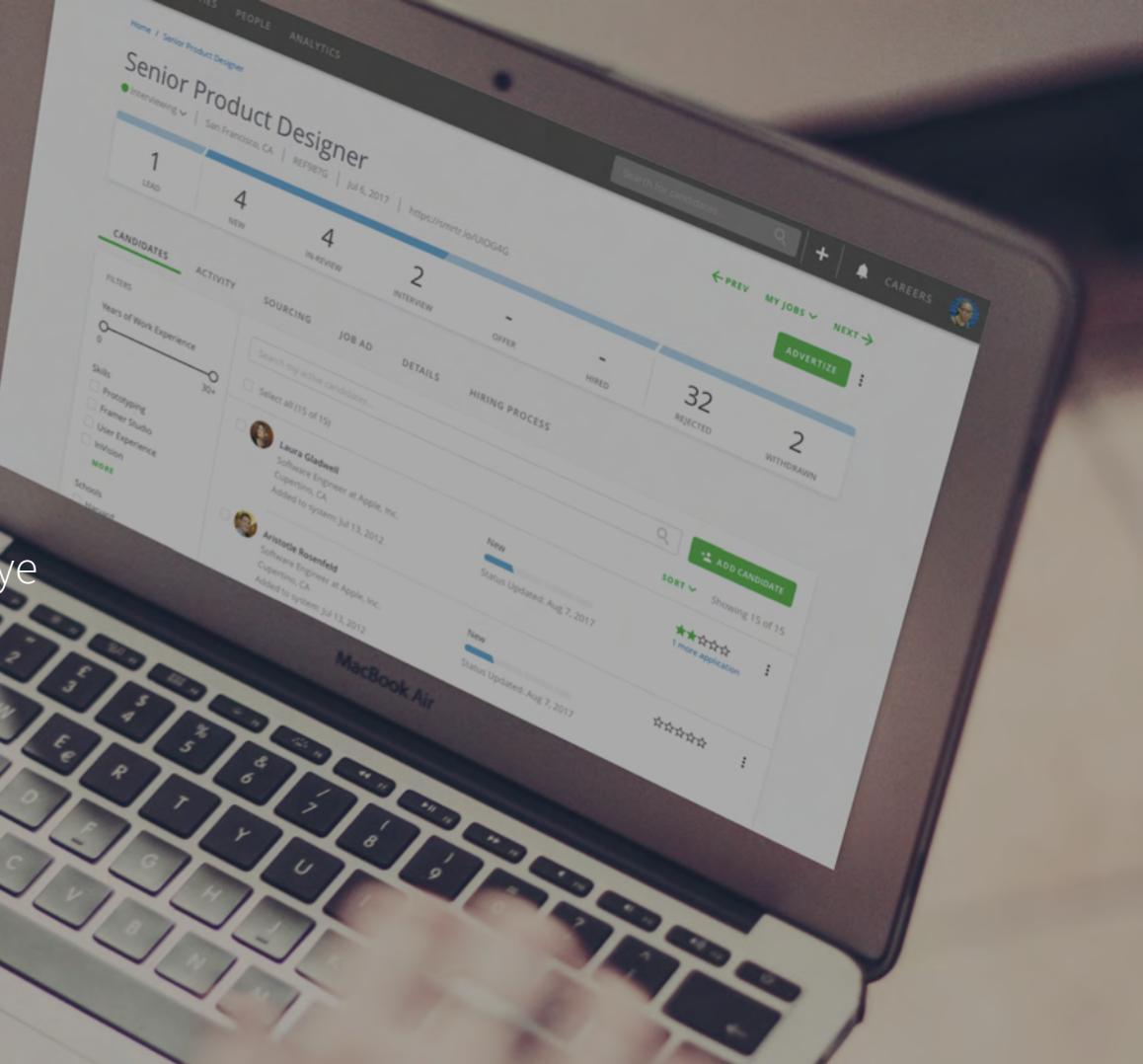


## CONVERSATIONAL

Integrated notification configuration connects you and your team regardless of device

# New Experience

## Critical Workflows with a Critical Eye



## Senior Product Designer

Full-time | 250+ team | San Francisco, CA, USA | 1 month | \$15,000

1

1  
100%4  
40%4  
40%2  
20%

-

-

32  
80%2  
5%

CANDIDATES

ACTIVITY

BOOKING

100 %

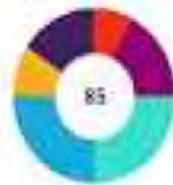
REFINE

Hiring Process

NOTES



## Applications by Source



Job	1
Referrals	18
Direct	28
Agencies	2
Other	1
Direct	1

## Top Candidates

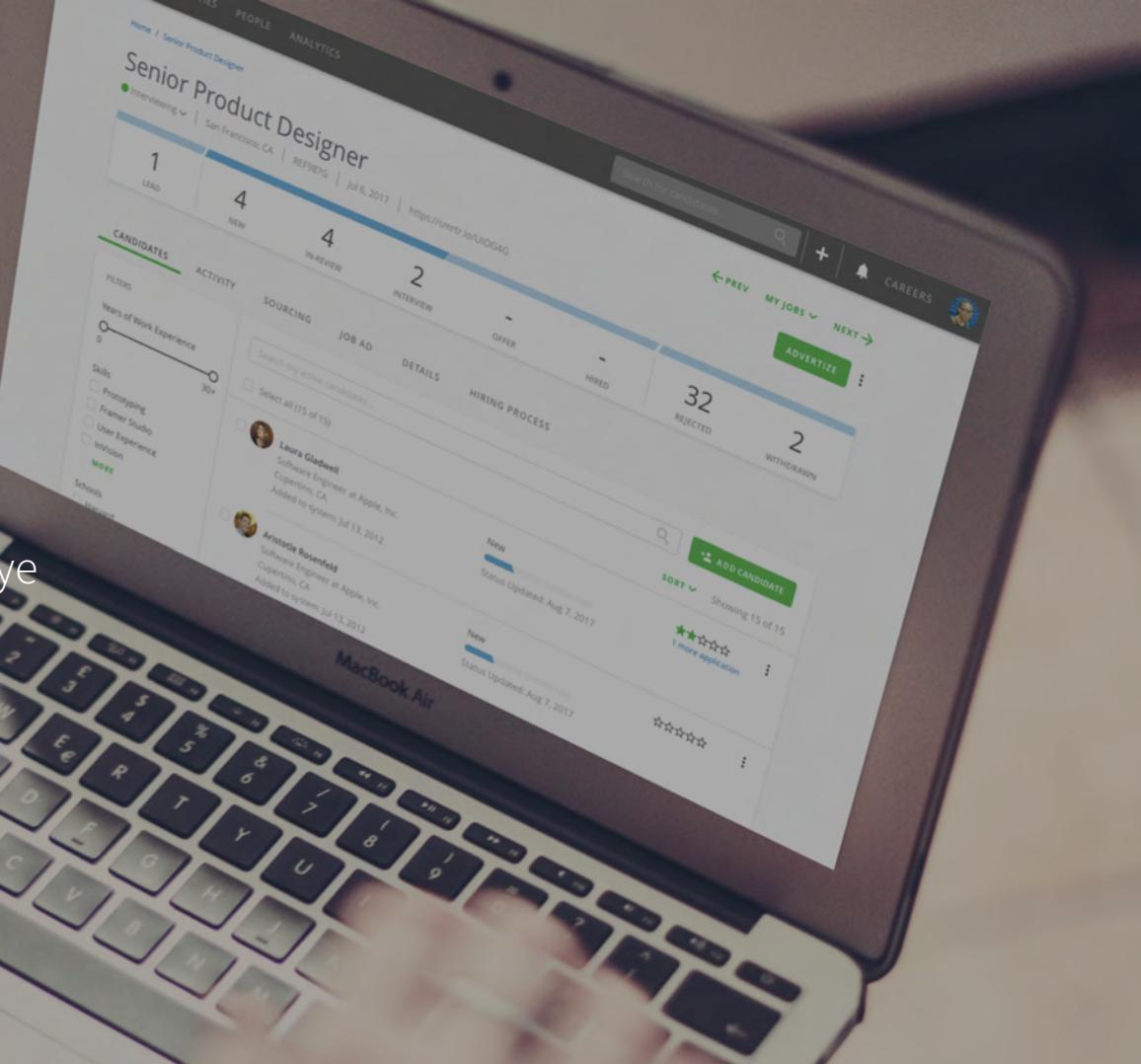
	<b>Victoria Anderson</b> Full-time	
	<b>Anne Black</b> Part-time	
	<b>John Smith</b> Intern	

Job Boards

100 %

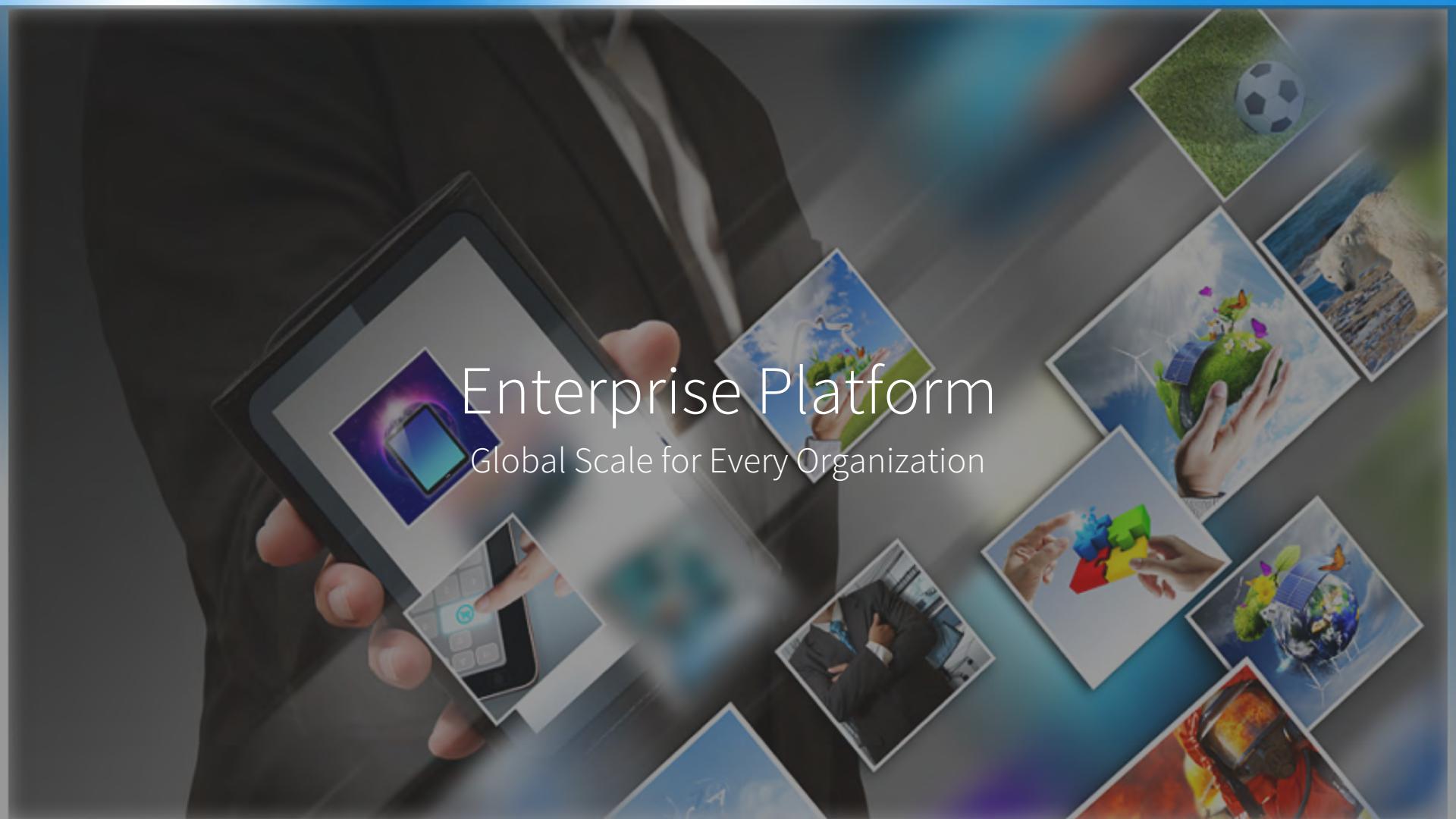
# New Experience

## Critical Workflows with a Critical Eye



Translations API	Reporting Endpoints	Easy Mobile Rejections	Google Jobs UK
Export Profile	Internal Candidate Profile	Share to WeChat	Slack Integration
Filter by Consent Status		GET Consent API	Delayed Rejection
Internal Job Alerts		More Languages	
Internal Candidate Portal			Mobile Interviews
New Navigation			User Management Filters
All Applications Views			More Org Fields
Password Complexity Updates	More Search Filters	Limited Hiring Team Role	Access Group Control
	Location Defaults	Defer Candidate	My Active Job Filters
Scheduled Reports	Share to Xing	Localized Job Fields	
	Request Consent API	LinkedIn Profiles Widget	GDPR Updates

# DELIGHT



# Enterprise Platform

Global Scale for Every Organization

# CUSTOM HIRING TEAM ROLES

## *Design Roles around your Global Process*

Role	Manager	Executive	Coordinator	Interviewer	Approver
Manager	✓		✓	✓	✓
Executive	✓		✓	✓	✓
Coordinator		✓	✓	✓	
Interviewer		✓	✓	✓	
Approver		✓			✓

Available Merge Fields

- + Candidate Name <<Candidate Name>>
- + Visa Required <<VisaRequired>>
- + Start Date <<StartDate>>
- + Employee ID <<EmployeeID>>
- + Annual Salary <<AnnualSalary>>
- + Former Employee <<FormerEmployee>>
- + Candidate Name <<Candidate Name>>
- + Visa Required <<VisaRequired>>
- + Start Date <<StartDate>>
- + Employee ID <<EmployeeID>>
- + Annual Salary <<AnnualSalary>>
- + Former Employee <<FormerEmployee>>
- + Visa Required <<VisaRequired>>
- + Start Date <<StartDate>>
- + Employee ID <<EmployeeID>>
- + Annual Salary <<AnnualSalary>>

atte thought  
obs fund  
user centered

# GLOBAL TEMPLATE LIBRARIES

*Scale your Organization  
without the added Maintenance*

# LANGUAGE CENTER

Manage your Global  
Languages with Ease

## Translations

### Auto reply

To fill in reasons for rejection, download this blank CSV, send it to your translator, and upload the filled in version here. To add new fields go to Auto reply.

English (default)

- ▶ Default
- ▼ Huffington Post

#### Subject

We have received your application

#### Message

Insert field

**I** *I* U |     

Dear [m\_applicant\_first\_name],

Thank you for expressing interest in the position of [m\_job\_title]. We will review your profile and get back to you shortly.

Best regards,  
The [m\_brand\_name] Team

Choose language

- ▶ Default
- ▼ Huffington Post

#### Subject

We have received your application

#### Message

Insert field

Dear [m\_applicant\_first\_name],

Thank you for expressing interest of [m\_job\_title]. We will review and get back to you shortly.

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- ▶ Tech Crunch

- ▶ AOL

- ▶ Tech Crunch

- ▶ AOL

# Enterprise Platform Innovation

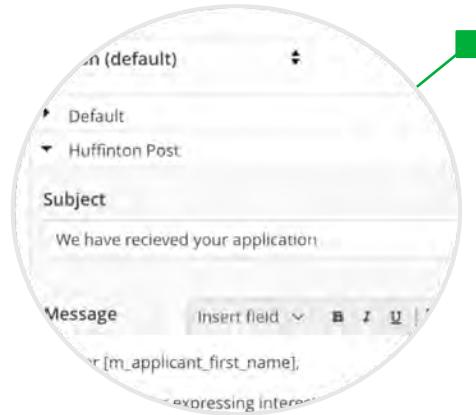
Scalable, Configurable, Self-Service



**CUSTOM HIRING  
TEAM ROLES**



**TEMPLATE  
LIBRARIES**



**LANGUAGE  
CENTER**



# MARKETPLACE INNOVATION

Connecting you with the World's Best of Breed Solutions

# **LinkedIn + SmartRecruiters**

CRM Automation at your Fingertips with Recruiter System Connect

Dashboard

Try SmartRecruiters

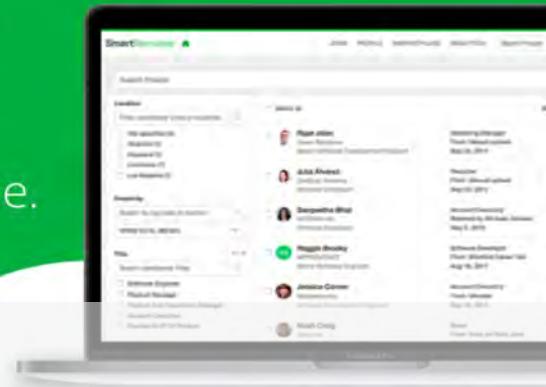
Integrate

With

SmartRecruiters

A market leading Applicant Tracking System (ATS).

Try it with up to 25  
of your live jobs for free.



more

...

Add user

All job ads

## StepStone UK + SmartRecruiters

Hiring app available on iOS and Android

All-in-one applicant management

Collaborate with colleagues

Interact with applicants

Applicant progress tracking

Schedule interviews in the queue

Advanced screening questions

Set user permissions within your company

Less than 25 jobs?

Don't worry, we'll transfer every new job you post on Caterer.com to SmartRecruiters.

More than 25 jobs?

We'll take your company's most recent active jobs and transfer them to SmartRecruiters.

<https://api.smartrecruiters.com> ▾

## candidates Candidate API

**GET** /candidates

Search candidates

**POST** /candidates

Create a new candidate and assign to a Talent Pool

**GET** /candidates/{id}

Get details of a candidate

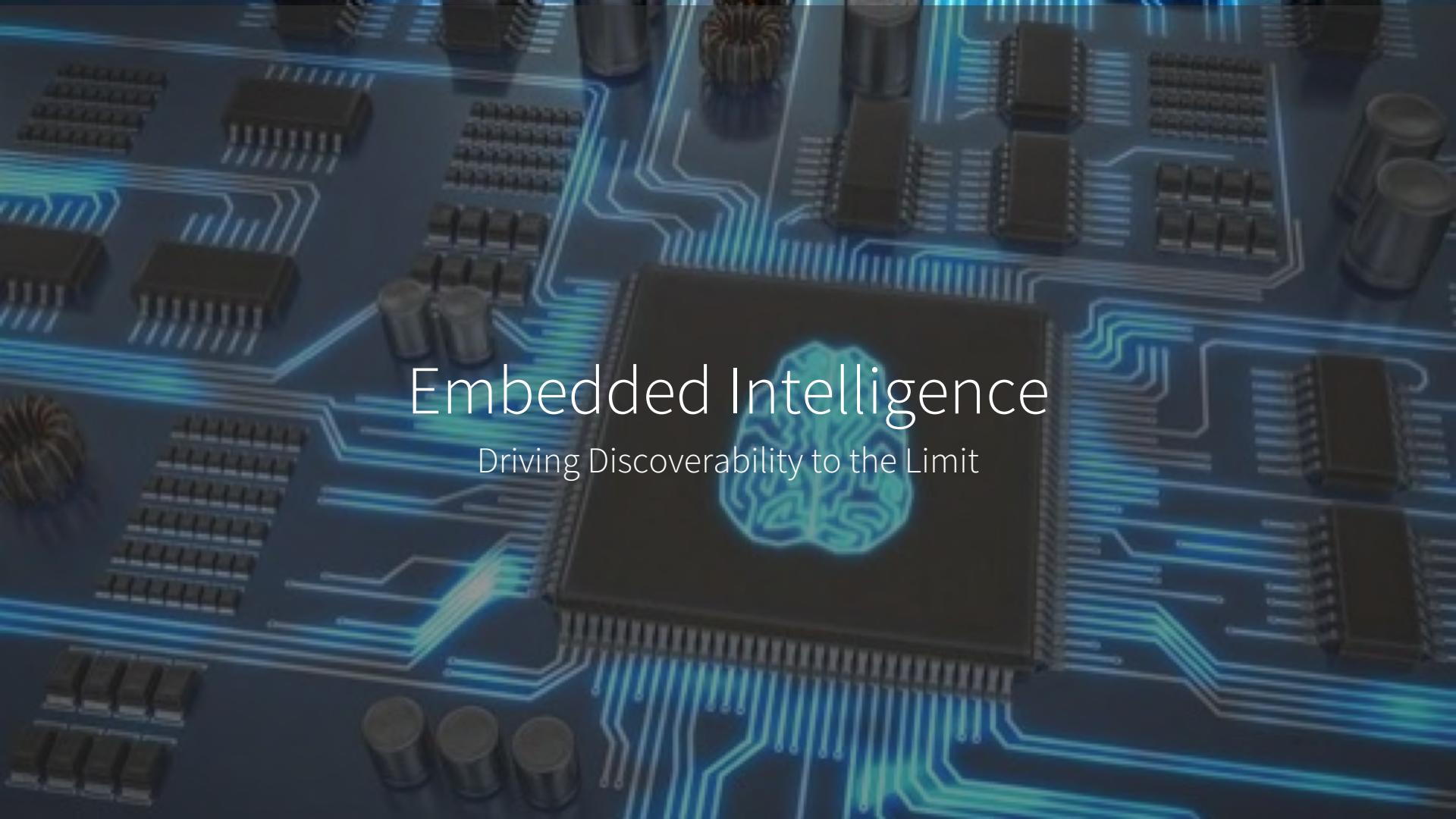
**DELETE** /candidates/{id}

Delete Candidate

**PATCH** /candidates/{id}

# API Webhooks & Marketplace Enhancements

*Drive efficiency with automatically triggered assessments*



# Embedded Intelligence

Driving Discoverability to the Limit



# Job Advertising is not Intelligent

**Poor distribution** leads to insufficient application volume, and **loss of budget control** leads to unnecessary spending.

# What if Quality Candidates Were Hand Delivered?

Make Strategic Investment in Targeted Advertising



**HYPER  
TARGETTED**

**EXPANDED  
REACH**

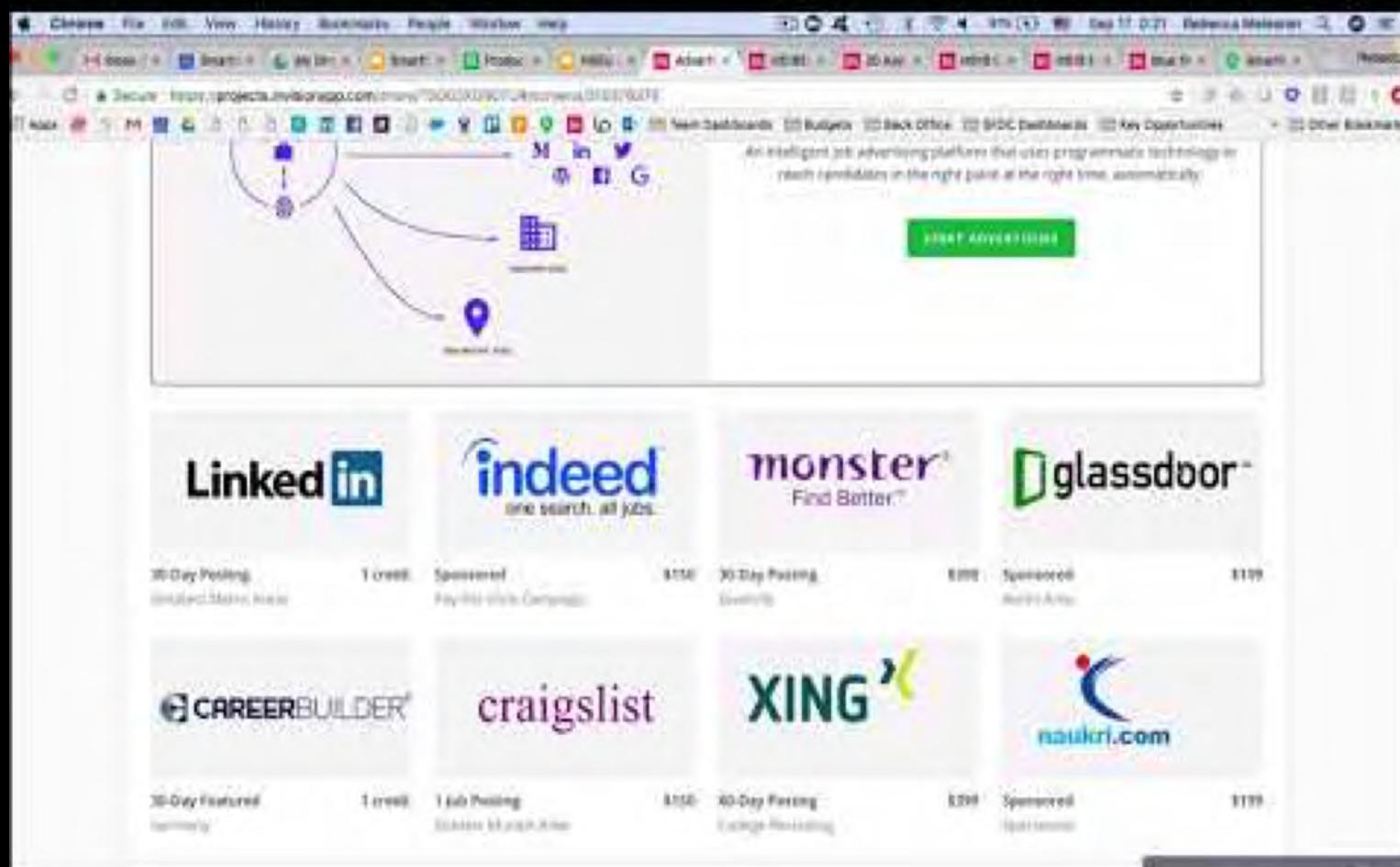
**COST CONTROL &  
AWARENESS**

# SmartJobs

Programmatic Advertising for



Intelligent Organizations



# SmartJobs

Programmatic Advertising for



Intelligent Organizations



## Administrative Tasks Increase Time & Cost

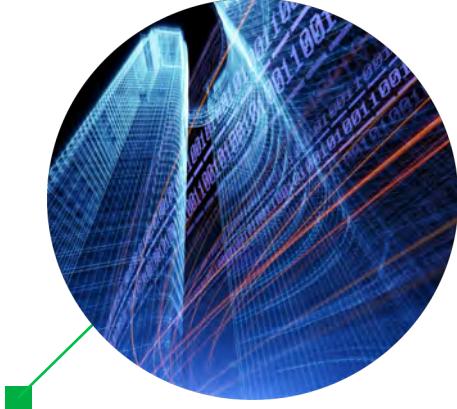
Recruiters are burdened with **mundane tasks** which **reduce efficiency** and **decrease quality** time spent with candidates.

# A Better Future Exists, Today

Leverage Data Science to Make Better Hiring Decisions, Faster



**TOP TALENT IS  
SURFACED**



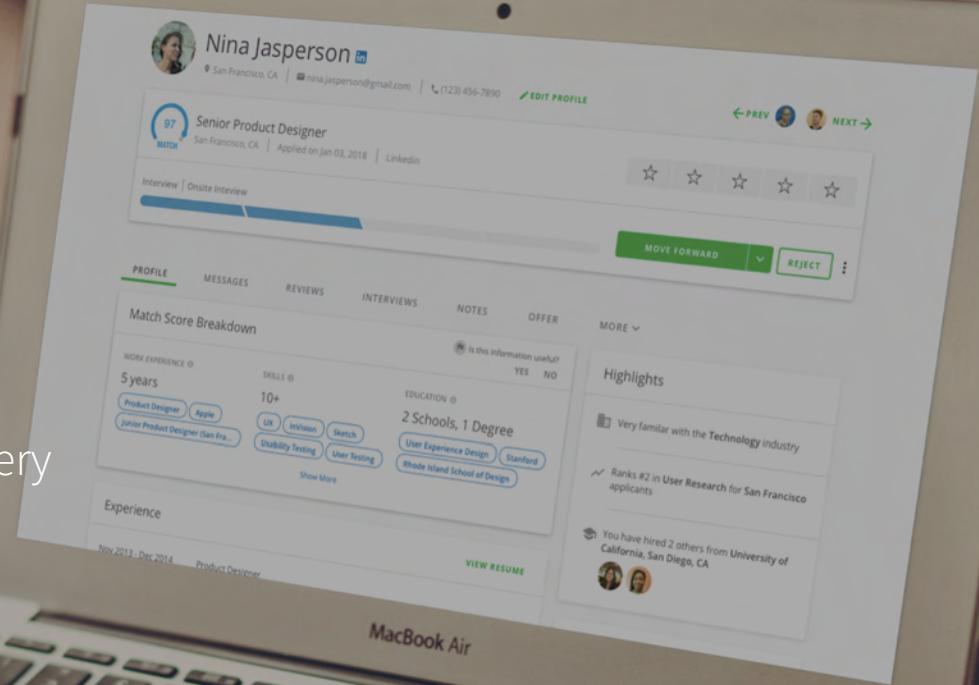
**DATA-DRIVEN  
DECISIONS**



**STRONGER  
CONNECTIONS**

# Smart Assistant

## Innovation that Fuels Deeper Discovery



Nina Jasperson

San Francisco, CA | nina.jasperson@gmail.com | (123) 456-7890

EDIT PROFILE

Senior Product Designer

San Francisco, CA | Applied on Jan 03, 2018 | LinkedIn

Interview | Onsite Interview

MOVE FORWARD | REJECT

PROFILE MESSAGES REVIEWS INTERVIEWS NOTES OFFER MORE

Match Score Breakdown

Is this information useful? YES NO

WORK EXPERIENCE 5 years

Product Designer, Apple  
Junior Product Designer (San Fran)

SKILLS 10+

UX, Usability Testing, Sketch, User Testing

EDUCATION 2 Schools, 1 Degree

User Experience Design, Stanford  
Rhode Island School of Design

Show More

Experience

Nov 2013 - Dec 2014 Product Designer

VIEW RESUME

Highlights

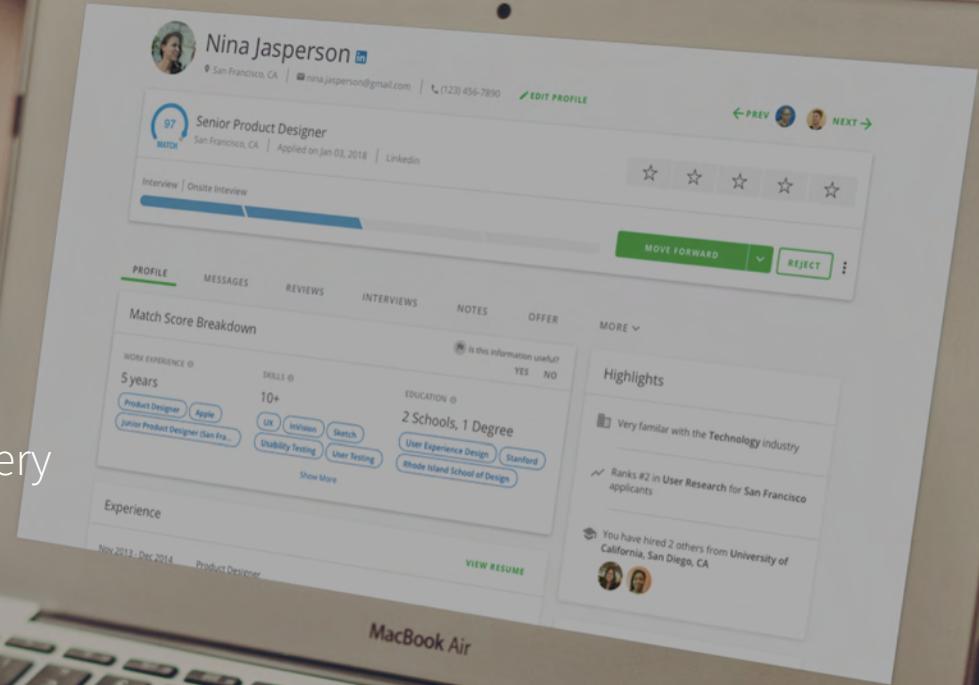
- Very familiar with the Technology industry
- Ranks #2 in User Research for San Francisco applicants
- You have hired 2 others from University of California, San Diego, CA

MacBook Air



# Smart Assistant

## Innovation that Fuels Deeper Discovery



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San Francisco, CA | nina.jasperson@gmail.com | (123) 456-7890

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MacBook Air

# Your Feedback

# Customer Programs



## Product Feedback

Get together with the Product team to feedback on your usage and needs



## Ideas Portal

Use the Smart Ideas portal to share ideas with your peers and the product team



## Usability Testing

Preview designs on upcoming features and provide feedback



## Early Access

Get early access to a feature before release and provide feedback

# Release Management

**Annual Roadmap**  
12-month Product Priorities

**Quarterly Release**  
Fall, Winter, Spring, Summer





Interested in  
learning more?

Check out demos of our  
new products today!

Escobar, 11am CEST

# HIRING SUCCESS

