

# SmartCRM

Great Candidates at Your Fingertips



SmartCRM is a candidate relationship management (CRM) technology that helps you source & nurture talent communities.

**The best talent readily-available, on demand.**



Eliminate lag time from reactive recruiting



Access engaged, qualified talent on-demand



Improve conversion of great candidates



Reduce spend on outbound recruitment marketing and ads



*Candidate pool development is the second most influential driver of talent acquisition performance [behind recruiter-hiring manager relationship].*

**Deloitte.**



Talent sourcing and recruitment marketing teams use SmartCRM to spend less & hire faster.



### Source

Integrated & expanded sourcing capabilities help reduce spend



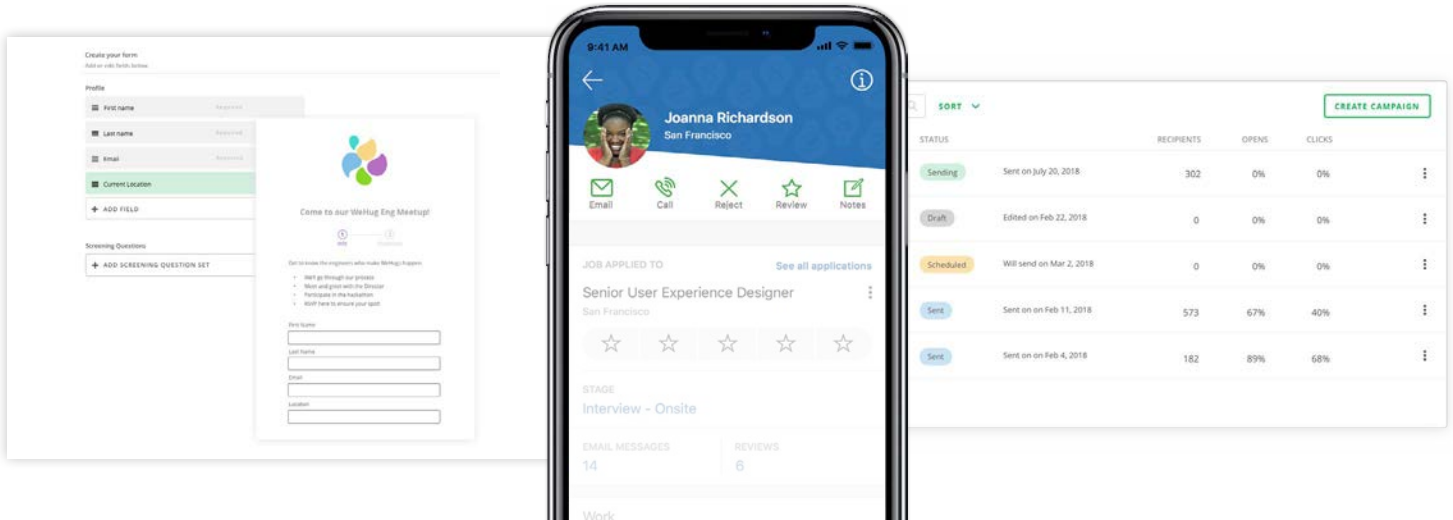
### Organize

Simplified sorting and deeper hiring team collaboration for increased productivity



### Nurture

Greater candidate engagement with branded campaigns for faster conversion



Wave good-bye to disparate & non-compliant data



Say hello to on-demand talent within a native CRM solution

## Key Features

### For talent sourcing

- Advanced search across integrated resumé databases
- Cross-platform lead capture & nurture
- Configurable, branded job pages

### For recruitment marketing

- Cohort organization
- Talent community management hub
- Talent engagement & nurturing tools

Accelerate your hiring success by adding SmartCRM to the core SmartRecruit platform  
Contact us today at [sales@smartrecruiters.com](mailto:sales@smartrecruiters.com)