



HR TECH AWARDS

powered by lighthouse research & advisory

TALENT ACQUISITION
BEST COMPREHENSIVE SOLUTION

2023

JOBVITE



Company Name:	Jobvite (an Employ Inc. brand)
Website URL:	www.jobvite.com
Logo	JOBVITE
Key Customers:	Confidential

About the Company

Jobvite, an Employ Inc. brand, is a purpose-built proven talent acquisition (TA) solution built to innovate, scale, and solve the hiring complexities within sophisticated organizations across the entire TA lifecycle.

Jobvite's Evolve Talent Acquisition Suite is a comprehensive TA solution, empowering teams to address challenges across the entire talent acquisition lifecycle. The Evolve Suite offers a single, unified solution with innovative and scalable functionality, purpose-built by and for recruiting experts.

Leveraging innovative technology, a robust product roadmap, and the strategic acquisitions of best-in-breed point solutions, Jobvite has built a talent acquisition suite to help high-growth and established mid-market and enterprise brands drive sourcing, recruitment, hiring, onboarding, and internal mobility at scale.

Customers trust our purpose-built solution because they've seen Jobvite drive predictable outcomes for more than 20 years while leading the evolution of the talent acquisition industry with unparalleled benchmarking data, a solution-agnostic talent acquisition framework, and cutting-edge technology.

Jobvite has built a talent acquisition suite to help high-growth and established mid-market and enterprise brands drive sourcing, recruitment, hiring, onboarding, and internal mobility at scale. With over 300+ partners in the solution space, our solution can integrate and meet the needs of customers at all stages of the recruitment process.

Today, the Evolve Talent Acquisition Suite is used by some of the biggest, most innovative, and complex companies in the world, and we're proud to say that we're making a difference in how companies attract and hire talent.

Problem(s) Your Technology Solves

Jobvite addresses today's labor challenges by bringing together every aspect of talent acquisition into a single solution — the Evolve Talent Acquisition Suite. It's everything you need to deliver results, all in one place.



Problem: Recruiting teams struggle with bolt-on point solutions that falter under multiple logins and extensive integration maintenance needs.

Jobvite's innovative and agile technology streamlines the talent acquisition process across the entire lifecycle – from the first engagement of each job seeker to the first day of each employee to amplify recruitment capacity and hiring results. Jobvite's Evolve Suite delivers specialized technology that is broad enough to address the complexity of the full talent acquisition lifecycle, while deep enough to offer capabilities. Our comprehensive suite is purpose built by TA experts to deliver results across the complete recruiting lifecycle with the ability to grow with companies as recruiting needs and complexities change.

Problem: Recruiting teams lack visibility into how their operations rank against peers.

The Evolve Suite amplifies recruiting strategies with industry-leading benchmarking data developed over twenty years, and tens of thousands of customers across verticals. Leveraging data-driven insights throughout the recruiting funnel, the Suite reduces roadblocks, delivers quality candidates faster, and improves hiring in your company.

Problem: Recruiters spend an inordinate amount of time in the early stage of the sourcing process – browsing resumes and initial outreach to prospects, leaving less time for quality conversations with engaged prospects.

With AI-backed automation, customers can locate, engage, and activate high quality candidates who match pen requisitions automatically saving valuable time and effort, speeding up time-to-hire, improving application conversion rates with 1 out of 10 candidates applying to a job with our text to apply functionality. With more than 60 standard reports and custom report configurability, the Suite equips customers with the most modern, innovative tech and the most up-to-date intel on the market. Customers are confident in enhancing their TA strategies with data-driven insights to improve candidate pipeline, optimize recruitment marketing efforts, align to DEI strategies, and optimize spend.

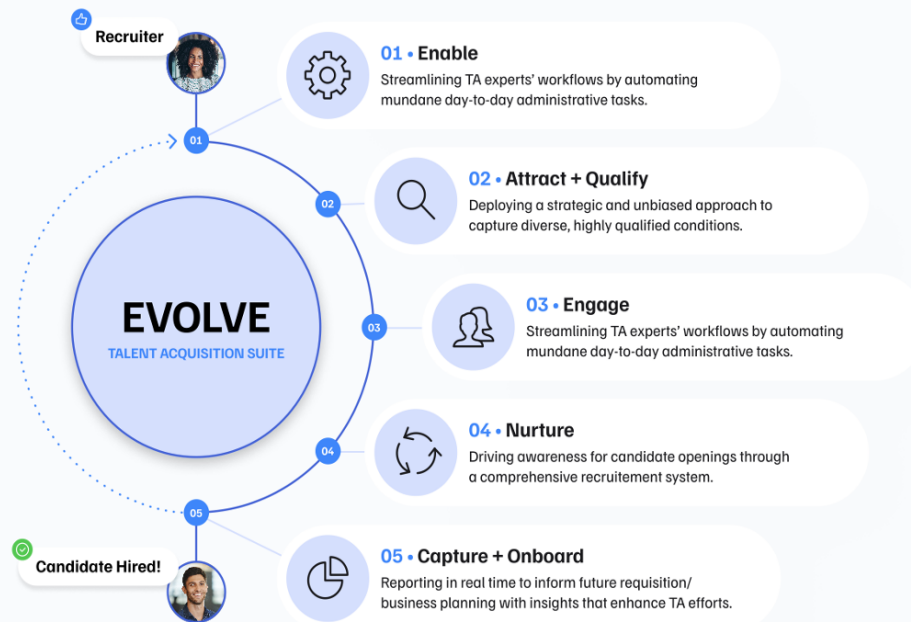
Problem: Many organizations have complex organizational structures and business requirements that cannot be met using a one-size-fits-all system.

Evolve customers can configure their recruiting process for optimal results by location, business unit, department, role, recruiter, and more to streamline workflows and enhance efficiencies. With robust employer branding capabilities, customers can customize career sites to showcase their ideals, values, and culture. They can also tailor onboarding needs giving candidates a personalized onboarding experience guaranteed to set them up for success before their first day. Furthermore, our solution seamlessly integrates with customers' existing HR systems (ERP/HCM) and extends capabilities of our suite with over 300 integration partners.

Problem: HR organizations struggle to optimize user adoption for new technologies.

Our Evolve customers gain access to self-service learning and support available on-demand, anytime through Jobvite Academy, featuring more than 250 classes, as well as the Jobvite Learning Management System, Learn @ Jobvite, featuring vast amount of module specific training materials and important documentation.





Client Case Study

CASE STUDY #1:

ACCO Brands Adapts to Hire at Volume

Challenge:

With today's tight labor market, it is challenging for manufacturers like ACCO Brands to hire candidates at volume. As a result, manufacturing recruiters must find ways to uncover new talent pools, which takes significant time and resources. As a result of reducing time to complete manual tasks, ACCO Brands is currently recruiting at full capacity. By utilizing Jobvite, ACCO Brands automated many of their most time-consuming processes, such as screening candidates, scheduling interviews, and sending offer letters, to enhance recruiter productivity.

Solution #1:

ACCO Brands leveraged **Jobvite Video Screening**, an on-demand assessment tool for recruiters to quickly screen entry-level applicants. With this tool, job candidates can respond to screening questions when it is convenient for them. The ACCO Brands team can then quickly evaluate a significant volume of candidates faster, share feedback with hiring managers, and move top candidates to their next step. Jobvite makes recruiters' lives easier and opens time to work directly with candidates and match them with the best fit jobs.



ACCO Brands has also benefited from **Jobvite Onboard**, a fully integrated onboarding solution that makes the process easy, efficient, and paperless. With Jobvite Onboard, ACCO Brands can start a background check, assign tasks to be completed, and receive new hire feedback with a click of a button. Training videos and offer letters can also be quickly customized to include ACCO branding.

“The onboarding process is smooth and seamless and gives you reminders to track new hires’ progress. The interview process is very transparent and we’re able to give [candidates] an accurate time frame for when interviews will take place,” said Garred “We’ve been very pleased with how simple the whole process is, from the time we post [a job], to the time a candidate begins on their first day.”

Results:

Streamlining these processes has enabled ACCO Brands to decrease time-to-fill. Now it takes on average 45 days to fill a role, compared to the previous time frame of 80 to 90 days, a 45%+ improvement.

Solution #2:

At ACCO Brands, implementing diversity and inclusion initiatives is a top priority. Currently, the company has over 17 employees on its D&I task force, which works to create a welcoming and inclusive environment for all employees.

Creating a positive workplace culture is imperative to retaining current employees and attracting new ones. That’s why ACCO Brands highlights various initiatives and benefits that are most attractive to job seekers, like sign-on bonuses and its D&I initiatives, to source new candidates. ACCO is accomplishing this through its branded career website, currently being refreshed with **Jobvite’s expertise & support**. The company’s recruiters proactively source new talent pools using targeted recruitment marketing campaigns to connect with job seekers with specific skills and experience.

ACCO Brands has also found that many manufacturing candidates don’t regularly check emails, and candidates seeking hourly roles generally prefer text messages as the primary communication channel.

Results:

ACCO Brands has overcome low e-mail response rates by using **Jobvite’s Intelligent Messaging**. Not only does this speed up the recruiter process, but it also enhances the candidate experience. In fact, according to Jobvite’s Job Seeker Nation Report, over half of job seekers prefer receiving a text to schedule an interview or phone call over an email.

Solution #3:

Sourcing employee referrals is a proactive strategy for recruiters to connect with new applicants via their employees’ personal networks, specifically Facebook and LinkedIn. **Jobvite’s employee referral module** helps organizations like ACCO Brands harness their social capital to attract the highest quality talent. Leveraging Jobvite, recruiters can easily track candidates that have received referrals within the Jobvite platform.

Results:

ACCO Brands employee referral efforts have been successful, and they have experienced an increase in responses from referred candidates. Their employee referral program followed best practices and included additional strategies, that include offering cash incentives to employees for successful referral hires after they complete 90 days of employment.



Jobvite's employee referral module is also essential in building out the company's talent pipeline. "We have many candidates already in our pipeline who we can always message and reengage," said Garred.

CASE STUDY #2

Exelon's Journey to Building a Better Candidate Journey

Challenge:

Exelon strives to be an industry leader in candidate experience and recruiting excellence. They also have high standards for their technology partners. Together, Exelon and Jobvite have built a trusting partnership over the past 10 years, so when Exelon wanted to evolve their Candidate Relationship Management (CRM) platform, their leadership knew where to turn. As a conglomerate of eight different companies, Exelon needed a fully integrated CRM solution to help better engage high-quality candidates across the candidate journey with:

- A simple, automated tool to optimize talent attraction, and sourcing to fill critical positions faster.
- A solution with out-of-the-box integrations, with resume databases and job boards, important for their complex enterprise environment.
- Intelligent reporting capabilities, so their TA leaders could see performance metrics by source, channel, program, and activity across subsidiaries.

Solutions:

They achieved this, and more, with Jobvite's advanced CRM solution, including Jobvite Source & CRM, Career Site, Apply, and Job Broadcast tools.

Jobvite Delivers Modern CRM

Jobvite worked with Exelon to clearly understand their evolving short-term and long-term needs. The Jobvite team then designed and delivered the three key pillars of a CRM strategy:

1. Career site

Talemetry created eight different branded career sites for its client, each with unique talent networks and other offerings, that feed into one central talent network. Each site has a unique URL, graphics, and imagery to convey their individual brand and appeal to their target TA audiences. Exelon now has one well-organized, overarching career site, as well as subsidiary-specific ones accessible through the central site or on their own.

2. Campaigns

Exelon optimizes its new Source & CRM system to run numerous targeted email campaigns geared towards specific audiences (e.g., engineering internships, nuclear generation positions), easily sending from one hundred to thousands of emails depending on their need. Campaigns are ultra-targeted by job type, department, and region. Email recipients are automatically directed to a suitable talent network or position, and the TA team has the functionality to track and analyze campaign metrics and success.

3. Pipelines

Exelon's candidate pipeline has flourished by using CRM functionality at each stage in the recruiting processes. For instance, when a job requisition comes up staff can instantly and easily search for a



candidate using Source and CRM, add them to a requisition, and automate an email notification about the job to the candidate – all through the CRM software.

In addition to securing a pool of candidates to easily contact and track along their candidate journey, the CRM functionality allows them to proactively troubleshoot. For instance, with a company-wide, integrated, automated process, Exelon's TA team can instantly view how many candidates are in each stage of the process. Should the type or number of candidates need to be adapted or bulked-up, they can pre-emptively adapt their strategy to keep the pipeline robust.

According to their Employment Brand Manager, Shavonne Thomas, "Having Talemetry gives us a platform to attract, engage, and communicate with potential candidates has been invaluable."

Results:

Achieving Real Results While Improving Candidate Experience

After implementing the new CRM strategy with Jobvite, Exelon's results shined across their 3 strategic pillars:

1. Career site

Candidates have a seamless, personalized, and simple experience across the company's career sites. The average candidate spends only seven minutes to apply via mobile device or desktop, reducing candidate drop-off rates. In fact, over the past year, they had achieved a 72% application completion rate across channel sources. Candidates are engaged with the employer branding, attracting the right talent for its open roles. With Jobvite's robust custom reports, Exelon's TA team can view channel sources to its career sites.

2. Campaigns

Exelon's campaigns are now ultra-targeted by job type, department, and region. In fact, for the past year their average open rate was 56%, and some email campaigns went as high as 80%! They sent out 25,000 engagement emails across nearly 2,000 targeted campaigns, increasing engagement with their talent pool, and helping their team fill roles quicker with high-quality candidates.

3. Pipelines

With Jobvite's robust customized reporting tool, Exelon now has a bird's eye view across all its talent pipelines. They are better able to understand pipeline activity in real time, for instance allowing the team to adjust short-term strategies as needed to drive more traffic to a position type or conduct a targeted campaign.

Having a fully integrated CRM solution to support Exelon's complex enterprise environment is crucial. As Thomas puts it, "We have a career site to which we can make regular updates to content, a CRM that makes sourcing and communicating with prospects very simple, and the ability to track the results of our campaigns. These are all things we wouldn't have been able to accomplish without Jobvite as a solution."

With Jobvite's help, Exelon has eliminated the need for manual processing and data entry errors through automation – and given their TA team the gift of time! They can spend more of their workday on strategic projects and hiring qualified employees that best fit their culture, ultimately reducing

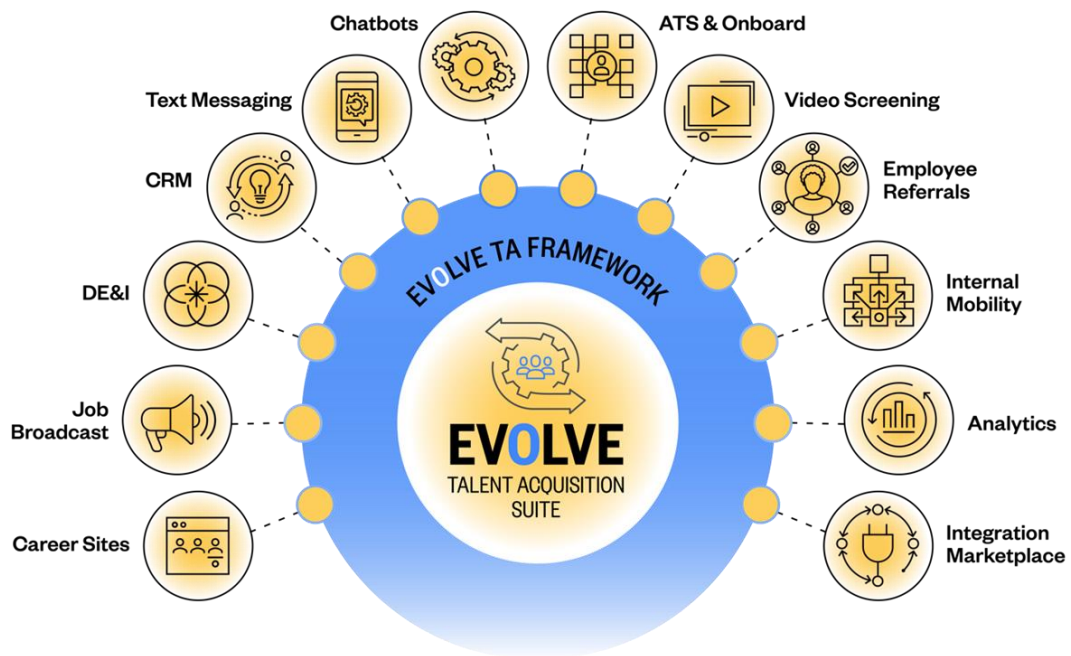


turnover. Jobvite’s expertise on enterprise scale CRM solutions also meant Exelon could ensure its integration met compliance regulations.

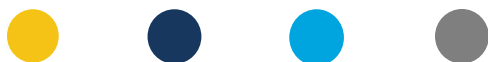
Onward and Upward! Building on Their Success

Exelon needed an enterprise level CRM solution to simplify, automate, and optimize talent attraction and sourcing. With Jobvite they got it and were able to deliver an exceptional candidate experience at scale with a seamless CRM suite of solutions. Exelon’s investment in Jobvite’s CRM solution proved to be an excellent strategic choice, allowing their TA team to efficiently and cost effectively engage and nurture the right people for the right job at the right time. Before Jobvite’s CRM solution, they lacked a unified view of key TA statistics across their multiple recruiting channels. Now, recruiters and TA leaders can view actionable data and take a proactive and iterative approach to developing TA strategies.

After such success, Exelon is excited about next steps. “We look forward to taking advantage of all that Jobvite has to offer!” say Thomas. Moving forward, this includes further incorporating multichannel recruitment marketing into its CRM strategy – with the [Intelligent Messaging](#) solution.



Here are some additional value drivers and differentiators for our end users:



Manage Roles & Users

Roles Groups Users

NAME ↑	Description	TOTAL USERS ↑	STATUS ↑
<input type="checkbox"/> Corporate Users - BU1	Corporate Department users	48	Active
<input type="checkbox"/> Retail Users - BU1	Group for Retail Employees	7643	Active
<input type="checkbox"/> Leadership Team - Global	Leadership team across all BUs	37	Active
<input type="checkbox"/> BU5 Leadership	Leadership team of BU5	12	Active
<input type="checkbox"/> Sales and Account Management BU1	Sales & AM employees group	23	Active
<input type="checkbox"/> Shared Services Group	Employees of all shared services teams	109	Active
<input type="checkbox"/> Confidential Hiring Group	Team working on confidential Reqs	6	Active
<input type="checkbox"/> BU3 Leadership team	Leadership team of BU3	12	Active
<input type="checkbox"/> Professional Services grp	Implementation and integration service	47	Active
<input type="checkbox"/> BU2 Leadership	Leadership team of BU2	0	Inactive

1 - 11 of 28 ROWS PER PAGE: 11

Candidate-centric experience

- Single candidate record
- Personalized marketing outreach
- Modern and mobile

Data-driven and results focused

- Social profile data integration
- Visitor intelligence
- Performance metrics for sources, Channels, programs and activities

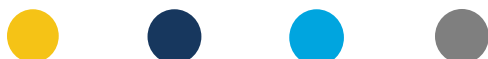
Enterprise scale

- Enterprise ATS and HCM integrations
- Brand complexity and compliance
- Geographic sophistication

42%
increase in talent pool membership

200%
increase in qualified candidates

45%
reduction in advertising costs



About Lighthouse Research & Advisory

Through a blend of advisory, proprietary research, and events, the team at Lighthouse Research & Advisory **sets a new standard** for analysts and influencers in HCM to help our partners achieve real results.

Advisory: Unlike other firms, Lighthouse doesn't force providers to use a membership to work with us. However, we find that those utilizing our membership offerings generate the best results.

Lighthouse offers everything from long-term membership options to advisory days for employers and solution providers that want access to the team's insights and expertise. Employers typically use advisory for technology landscape insights, but they also ask about industry-specific research and other trends. Solution providers use advisory services for annual partnerships supporting product roadmap, competitive differentiators, and buyer priorities.

Research: Our team surveys thousands of employers and workers annually across topics like:

- Talent acquisition and candidate trends
- Learning and employee mobility
- Mental health and employee benefits
- Performance, retention & engagement
- Frontline worker trends
- HR technology usage and adoption

Some of these studies are scheduled in advance based on inputs from our Research Advisory Board (HR and talent executives at employers representing millions of global workers).

One of **our key differentiators** is a focus on **custom research** projects for solution providers that want product/market validation, buyer insights, and other value from quantitative and qualitative data. We have worked with three of the four largest HCM providers in the world as well as a wide range of new and established firms on this type of research, bringing innovative, groundbreaking insights and expertise to solution providers large and small.

Events and Content: From our lead-generating events like our annual HR Summer School which has reached tens of thousands of HR professionals to our more focused livestreams and other content like speaking and reports, we know the HR community better than anyone. Unlike traditional analysts that are detached and inaccessible, we measure our success in the impact we have on the profession and discipline of human resources.

From a practical perspective, we offer event partnerships, both licensed and custom content, and other packages for providers that want to stand out with research-based, relevant content for today's HR, talent acquisition, and learning executives.

Learn more at [LHRA.io](https://lhra.io)

