



**Crowdhiring**  
HR ACCELERATOR

An Innovative Business Solution  
for Collaborative Recruitment



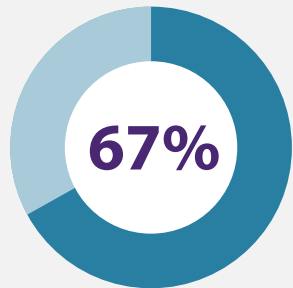
## Why talent matters now?

- HR challenges in Talent Acquisition

## What is Crowdhiring and how can it support HR to create a competitive advantage ?

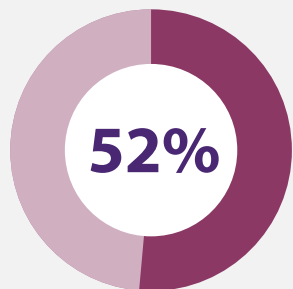
- Staff Empowerment
- Employee Referral
- Recognition Program
- Corporate Culture
- Talent Pool

# FRENCH MARKET : 2013 and 5 year forecast

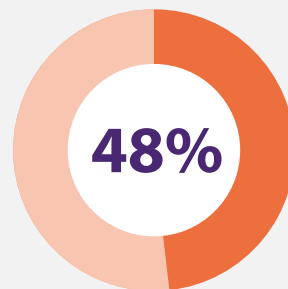


of French employers  
plan to hire in 2013  
(Stepstone 2013)

162 000 to 178 000 recruitments of  
managerial staff or managers expected in  
2013 (Expectra/TNS Sofres HR Trends 2012-2013)

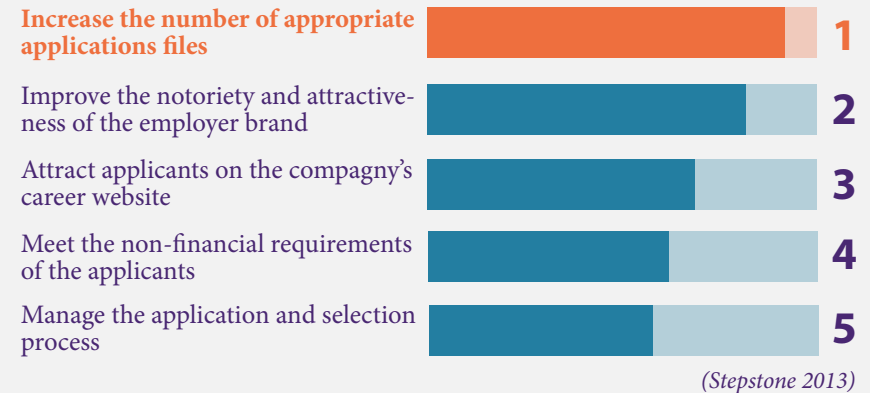


Deal with  
turnover

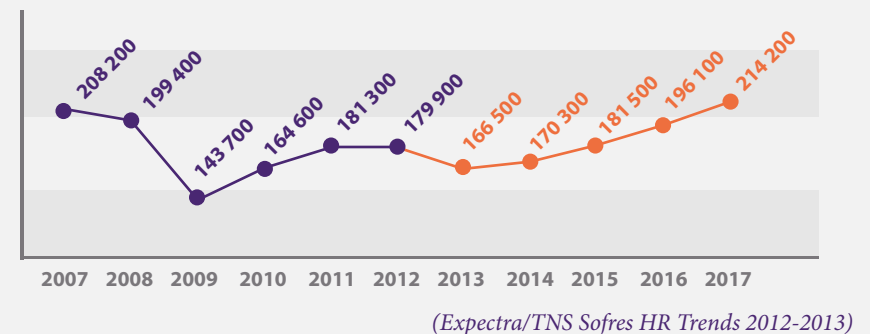


Handle the growth  
of activity

## TOP 5 HR Major Challenges



## 5 years forecast



# HR challenges in Talent Acquisition

## EMPLOYER BRANDING

Support the development of a strong employer branding strategy

## GAMIFICATION

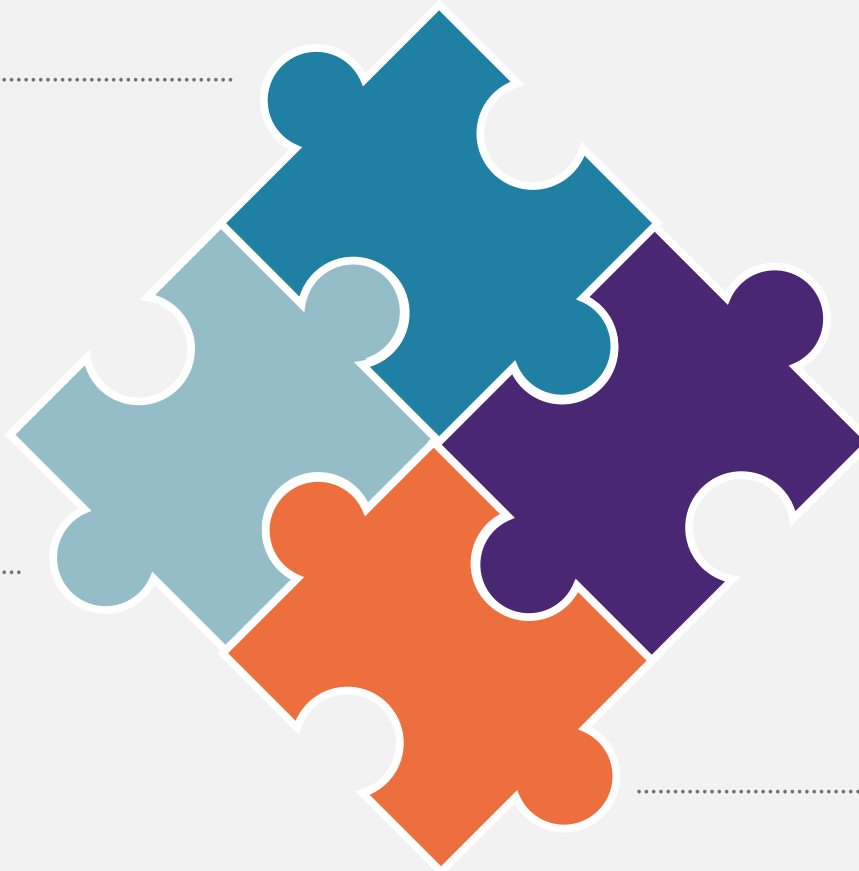
Use gamification techniques to address employee engagement challenge

## PROCESS IMPROVEMENT

Focus on the hiring process effectiveness and deliver quality

## COLLABORATIVE

Move forward in the Social age and harness the collective intelligence



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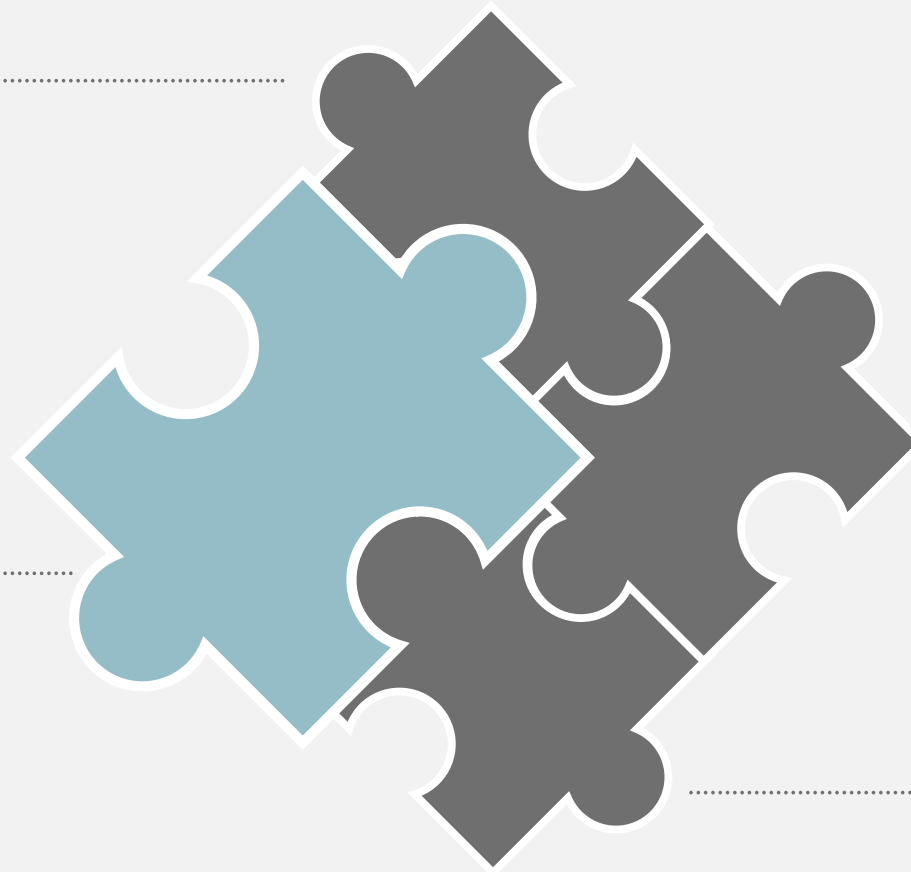
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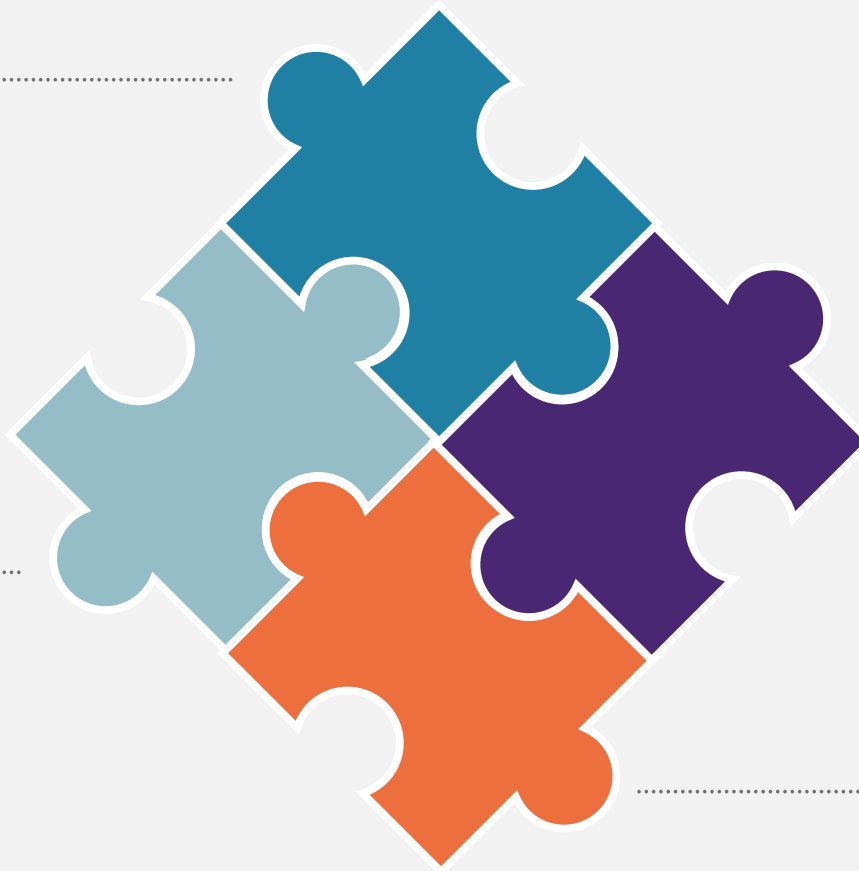
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**Crowdhiring is a collaborative solution** that turns the hiring process into a **gamified experience** by rewarding employees who refer top applicants, and by identifying the most relevant resumes, thus building the best pipeline for future openings.

It **improves the quality of sourcing and accelerates the selection process.** With Crowdhiring, HR benefits from employee's networks to find top candidates, and is better prepared to interview applicants. This allows HR to make sound decisions based on the collective **advice of a trusted reviewer community**, and reduces the risk of a bad hire. This is the Crowdhiring promise!

# Crowdhiring : Harness the collective intelligence of your organization !



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More than 70 % of resumes  
aren't seen by human eyes.  
Probability to miss out  
talented people is high.

## Staff Empowerment

**Involve your expert's community to identify the most relevant resumes based on their operational experiences**

### Why collaborative hiring is key

- Raise the quality of the pre-selection
- Collect feedback from business managers and experts
- Ensure transparency of the hiring process

### Crowdhiring makes a collaborative approach happen

- Build a trusted reviewer community
- Evaluate best candidates through « Resume Battle »
- Rank top candidate application to create your final shortlist
- Improve the process with collaborative reviews, ratings & rankings to make the right decisions



In France, only 11% of companies has established a formal system of incentive for employee referrals

## Employee Referrals

**Engage your managers and staff to refer top candidates from their networks**

### Why employee referrals are key

- Build on employees' own professional and personal networks
- Ensure quality of proposed candidate
- Reduce your cost-to-hire conversion rates

### Crowdhiring leverages your employee's network

- Engages all employees to refer top candidates and facilitate the process
- Use employee social networks and enlarge your sourcing channels
- Track candidate referrals to reward employees for their contributions
- Build the best pipeline for future openings



Compagnies with above average employee engagement levels generated :

27 % higher profits and 50 % higher customer loyalty

(Gallup Poll, 2004, as reported by HR.com, «Building a WOW! Recognition Culture»)

## Recognition Program

**Rewarding employees for being involved in the recruitment process and contributing to company business performance**

### Why recognition is key

- Boost motivation amongst your teams.
- Encourage employees to take a more active role in talent acquisition.

### Crowdhiring boosts your recognition program

- Have an efficient internal communication tool
- Share rewards amongst the reviewer community
- Promote Corporate Social Responsibility through our crowdfunding solution



54% of applicants consider that the corporate culture is one of the main argument to attract them, just after the interest in the position (57%).

*(Expectra /TNS Sofres HR Trends  
2012-2013)*

## Corporate Culture

**Promote a positive corporate culture and build loyalty**

### Why promoting a positive corporate culture is key

- Attract talented people and retain top performers

### Crowdhiring help the organization to foster a positive culture

- Promote a “giver culture” and communicate on it throughout the entire organization
- Leverage on gamification mechanisms for more fun and wellness at work
- Value key performers and showcase employee involvement within their community to provide intrinsic motivation
- Develop employer branding



## Talent Pool

**Build the best pipeline for future openings with resume ratings of your trusted reviewer community and other Crowdhiring users**

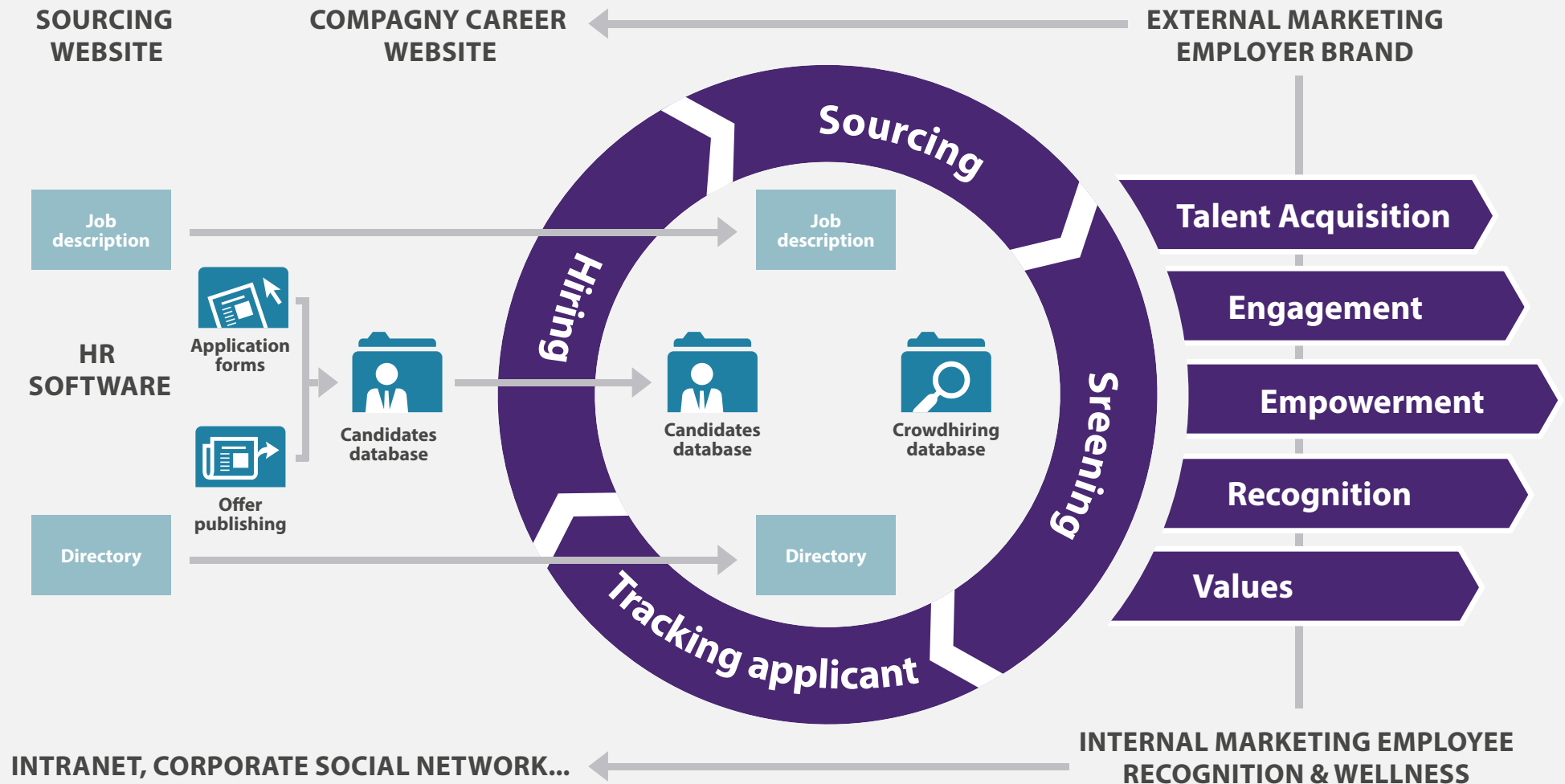
### Why talent pool are useful

- Enhance your ability to quickly respond to business needs

### Crowdhiring manages efficiently your talent pool

- Store and manage effectively resumes
- Build talent pools of external candidates rated by your trusted reviewer community

# Crowdhiring integration





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