

SAP Solution Brief | PUBLIC  
SAP SuccessFactors Recruiting

# Empower your recruitment teams to deliver winning candidate experiences

THE BEST RUN



# Source, engage, and hire the world's best talent

Today's job seekers have high expectations when it comes to their future employer – and it starts with the candidate experience. This evaluation time serves as a window into the potential employee experience. Every interaction – or lack thereof – reinforces someone's interest to join your company, leaves them questioning if this is the best fit, or drives them to look elsewhere.

Recruitment teams have the all-encompassing job to attract, nurture, and select top talent, and then convince them that your company is the best fit. But when manual processes leave little time for engagement and optimization, the candidate experience suffers. This affects your talent pipeline and recruiting outcomes, and directly influences your company's ability to grow, innovate, and compete.

The SAP® SuccessFactors® Recruiting solution gives talent acquisition teams the tools, insights, and time they need to deliver winning experiences for each candidate with every interaction. Our cloud-based solution uniquely combines applicant tracking, job distribution, and candidate relationship management (CRM) into a single solution.

This end-to-end, experience-driven approach eliminates complexities and poor candidate experiences. Your recruitment teams gain significant efficiencies and, in turn, deliver meaningful and measurable candidate experiences at scale.

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the world's best talent**

# SAP® SuccessFactors® Recruiting

The SAP SuccessFactors Recruiting solution maximizes your recruiting ROI – letting you execute your entire recruitment strategy through a single cloud-based solution. Today, companies of all sizes worldwide rely on this solution to power their talent acquisition initiatives, including mass hiring, diversity hiring, employer branding, event recruiting, passive nurture, and remote recruiting.

A single candidate profile gives recruiters a comprehensive and actionable view of applicant information, candidate activity, communications, talent pool membership, interview feedback, and more. Line-of-sight analytics provide a holistic view of the entire hiring process to help optimize the source-to-hire funnel. And with the SAP SuccessFactors People Analytics solution, recruiting data is automatically combined with other SAP SuccessFactors solution data to measure both the short and long-term effects of your recruiting efforts.

## SAP SuccessFactors Recruiting

Source the right talent across the globe

Engage and nurture candidate relationships

Streamline and optimize the hiring experience



A **source-to-hire** solution will help maximize your short- and long-term recruiting ROI.

The SAP SuccessFactors Recruiting solution plays a critical role in the shift from human capital management (HCM) to human experience management (HXM), delivering intelligent and individualized experiences for each candidate, recruiter, and hiring manager.

Unified workflows between recruiting and the SAP SuccessFactors Human Experience Management (HXM) Suite, other SAP solutions, and our extensive partner ecosystem help streamline and automate complex processes. Some examples:

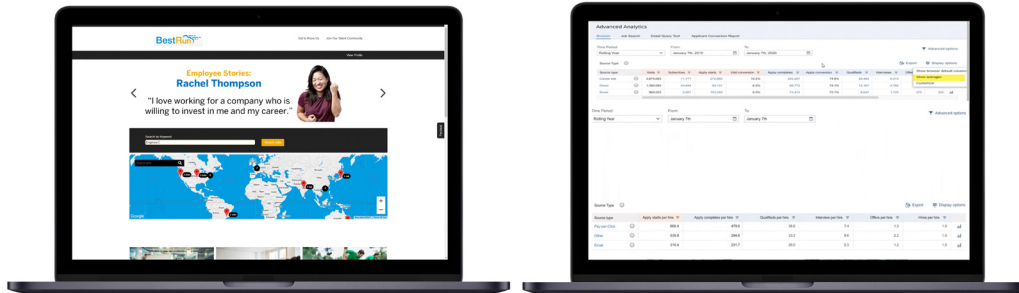
- SAP SuccessFactors Employee Central: Replicate Position Data, initiate job requisition from position org chart
- SAP SuccessFactors Onboarding: Initiate onboarding, pre-populate forms with key data
- SAP Signature Management by DocuSign: e-Signature offers
- Qualtrics Candidate Experience: Automated surveys / insights across the candidate journey
- SAP Store: More than 80 partner apps with pre-built integrations for recruiting

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# Source the right talent across the globe

The SAP SuccessFactors Recruiting solution gives you a multichannel approach to global sourcing. Teams have access to more than 4,000 sources across more than 80 countries, significantly increasing the volume and diversity of your candidate pipeline. Job boards, universities, and diversity channels are continually added and maintained. These capabilities, combined with detailed analytics, enable teams to quickly test, measure, and optimize spend.

Embedded talent pools allow recruiters to easily engage with active or past candidates. Tapping into this existing talent source reduces marketing expenditure, and nurtures warm candidates who are familiar with your brand.

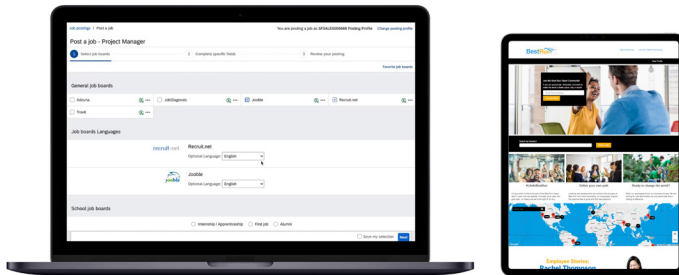
Native search engine optimization automatically improves your site's ranking on major search engines, while the flexible rules engine automates posting of external and internal jobs. The elimination of these once-manual tasks allows your teams to spend more time on what matters most – engaging with candidates.

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# Engage and nurture candidate relationships

Embedded candidate relationship management (CRM) lets you nurture relationships with key talent. With self-service tools, your teams create career site experiences aligned directly with your employer brand, and accessible on any device. You're no longer dependent on technical resources, so your teams can continually optimize and quickly adapt as recruiting strategies and market demands shift.

With engagement tools, such as automated email campaigns or the Message Center that allows for

two-way conversations, recruiters easily manage personalized one-to-many or one-to-one communications. As candidates engage, with a message reply, career site visit, or application submission, your teams are notified to drive speedy follow-up and stage progression.

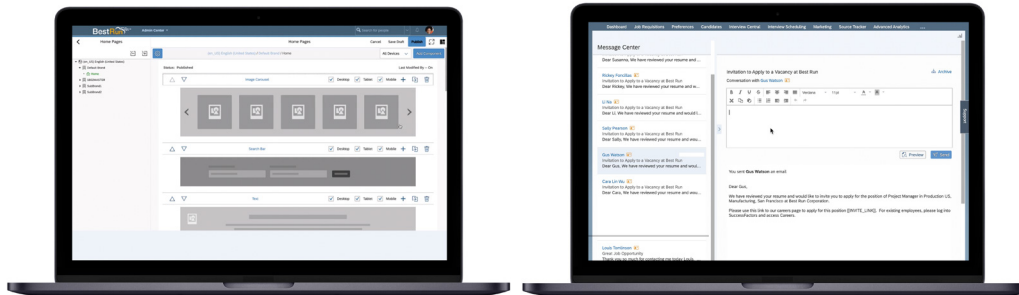
With CRM and applicant management in a single solution, your teams work seamlessly together in one system leveraging a single candidate profile. This drives recruiter efficiency and ensures a consistent and relevant candidate experience.

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# Streamline and optimize the hiring experience

Configurable business rules enable automated workflows directly aligned to your business and organization. Auto-filled job requisition fields, auto-populated talent pools, and auto-progression of candidates allow recruiters to spend more time planning, engaging, and optimizing.

For hiring managers, a mobile app makes it easy to complete review and approval tasks. Embedded interview capabilities provide scheduling and guidance, making each interview valuable and consistent. Overall and competency candidate rankings are calculated automatically to help ensure the best candidate is selected quickly and fairly.

For candidates, flexible career site and application options provide an intuitive way to navigate, search, and apply for the opportunity best suited for them. Personalized notifications keep candidates engaged and help accelerate the hiring cycle.

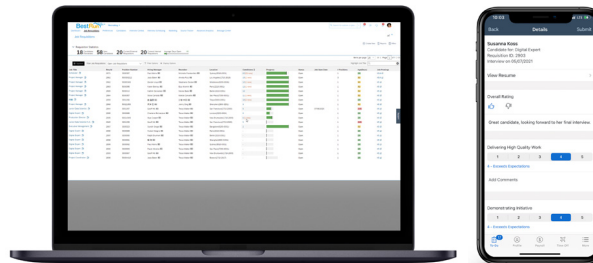
And with embedded insights and real-time reporting, your team has a constant pulse on recruitment performance – both operational and experiential.

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# Shift to a strategic and candidate-first approach

With a single digital experience, recruiters work faster. They consistently collaborate with hiring managers. They become strategic, data-driven marketers. And they're empowered to find the best candidate for every opportunity.

This makes your teams more productive and confident in engaging with additional candidates. They're focused on supporting your business objectives. And they feel proud and valued for their contributions.

Improving the recruiter experience improves your candidate experience. Your job descriptions are clear and inclusive. Your career site gives an up-to-date, real-world view into what it's like to be an employee. And every interaction reinforces your value of candidates' time and potential contribution.

This makes candidates excited to find an opportunity with your company. They feel prepared for the next steps. They understand the role, learning opportunities, and your culture. And they feel confident in saying yes to your offer.

These experiences drive significant improvements to your recruitment and business outcomes. Streamlined processes and efficiency gains mean smarter recruiting at a fraction of the time and cost. Proactive pipeline sourcing and candidate engagement prepare you for today and the future. A strong employer brand and candidate experience attract top talent from diverse networks. And continued optimization based on data-driven insights ensures alignment between your objectives and candidate expectations.

**Shift to a strategic and candidate-first approach**



## Summary

The SAP SuccessFactors Recruiting solution gives your teams the tools and insights they need to deliver winning experiences for each candidate. Our cloud-based solution uniquely combines applicant tracking (ATS), job distribution, and candidate relationship management into a single solution to eliminate the complexities and poor experiences delivered by siloed processes. This results in significant efficiency gains for your recruitment teams and improved experiences for your candidates.

## Objectives

- Recruit top talent to support business strategy
- Deliver stand-out candidate experiences
- Extend sourcing to increase pipeline diversity
- Simplify the talent acquisition landscape
- Measure and optimize recruitment results and impact

## Solution

- Single solution for ATS, Job Posting, and CRM
- Single instance, global use (localization for 101 countries)
- Unified experiences for recruiters and managers
- End-to-end candidate experience
- 4,000+ global sourcing channels across 80 countries
- Self-service career site (multi-brand)
- Line-of-sight analytics and embedded intelligence
- Stand-alone solution or part of the HXM suite

## Benefits

- Improve the candidate experience
- Strengthen employer branding
- Increase pipeline volume, quality, and diversity
- Improve recruiter efficiency
- Accelerate the hiring process
- Reduce hiring costs

## Learn more

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