



# Recruiting

Are your new hires making a positive impact on your business?

Talent acquisition is one of the HR processes that has the greatest impact on a business—and getting the right people into the organization can have a measurable, positive effect on business performance. Are you sourcing the right candidates in the right places? Is your selection process working? Do you have analytics that can help you answer the critical questions you are being asked?

Unfortunately, many companies struggle to answer these questions. Combined with the pace of change in recruiting marketing, a skills shortage, and the introduction of new channels of communication, talent acquisition is becoming more complex and difficult. Hiring the wrong candidates is costly and exposes the company to significant financial risk. Research shows that replacing a bad hire can cost a company as much as three times that individual's annual salary. It's hard to measure the cost of not knowing about the perfect candidate for the job, or losing a good candidate due to a poor website, but it's always costly in a competitive market.

## SuccessFactors Recruiting can help

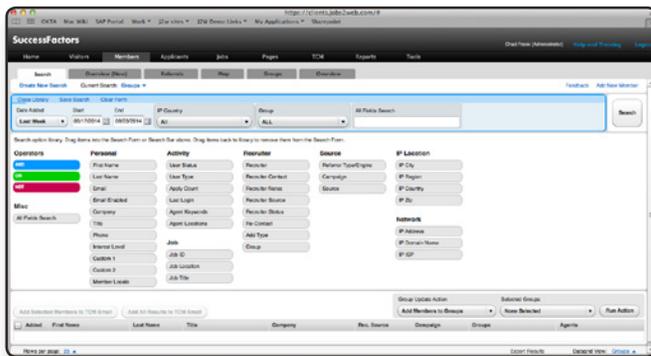
SuccessFactors Recruiting is an end-to-end recruiting solution that couples both recruiting marketing (for attracting and engaging top talent) and recruiting management (for selecting and hiring the best candidates) to drive better business results.

This unique combination creates a toolset that will make your recruiting more strategic. And, as part of the SuccessFactors HCM Suite, it becomes an even more powerful part of your overall talent strategy.

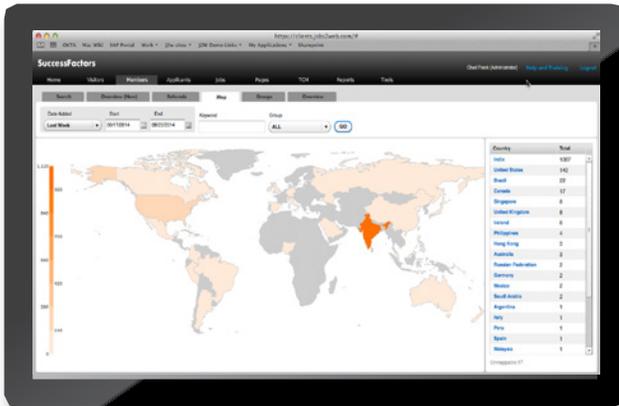
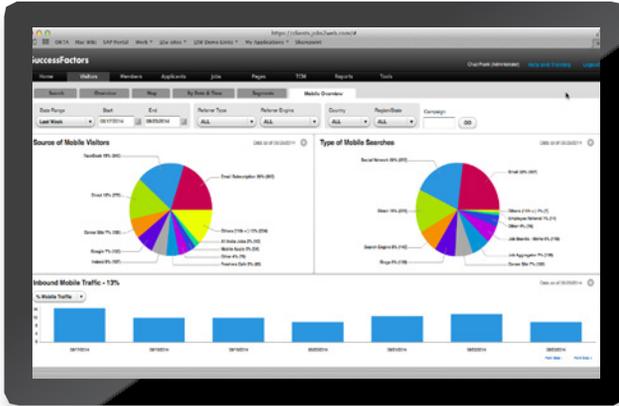
## Attract and engage better

Having a personalized, dynamic, multichannel approach that gets your jobs in front of the **right candidates** with the **right message** at the **right time is how you will be successful**. SuccessFactors Recruiting gives you the tools you need to take control of the rapidly changing world of social networks, search engines, and mobility. Every job opening becomes a marketing campaign, so it shows up exactly when and where the right candidates are looking for it, whether that's on their mobile device or their favorite social network.

But attracting the right candidates is only the first step. Research shows that 90 percent of candidates will not apply the first time they see an opportunity, which means you need to capture their attention and encourage them to stay in touch, so you can keep them engaged until the timing is right. With SuccessFactors Recruiting, you can initiate relationships and maintain contact in a systematic fashion with sophisticated automation. This efficiency means less work for recruiters and more return on investment.



Reach the right candidates fast with the Talent Community member search



Get to the information you need with our intuitive interface

### About SuccessFactors, an SAP Company

SuccessFactors is the leading provider of cloud-based HCM software, which delivers business results through solutions that are complete, beautiful, and flexible enough to start anywhere and go everywhere. SuccessFactors' customers represent organizations of all sizes across a wide range of industries. With more than 20 million subscribers globally, we strive to delight our customers by delivering innovative solutions, content and analytics, process expertise, and best practices insights from across our broad and diverse customer base. SuccessFactors solutions are supported by a global partner ecosystem and the experience and commitment of SAP.

### Select and hire the best

SuccessFactors Recruiting helps you create an objective and collaborative selection process that is simple yet effective and accessible on any device, wherever and whenever you need it:

- **Intuitive user experience:** SuccessFactors Recruiting ensures that occasional users, like hiring managers, know what to do and can quickly and easily complete the task. A unique one-page candidate application, a simple candidate feedback process, and the ability to customize views and workflows make hiring easier for everyone.
- **Integrated with SAP Jam for social collaboration:** Social capabilities make the interview process effortless for everyone on the interview team to initiate and capture discussions about candidates.
- **Social referral tools:** You can ensure that every employee and potential candidate is connected back to you through social networks, extending your company's reach with viral job distribution through LinkedIn, Facebook, Twitter, and email.
- **Mobile—anywhere, anytime:** The best way to keep things moving is to make the process mobile. It's never been easier to submit candidate feedback after an interview from a smartphone or tablet—and managers can approve requisitions or offers from anywhere.



SuccessFactors Recruiting is accessible anywhere, anytime

### Measure success

Finally, you'll have total visibility into the metrics you need to make sure you are targeting and selecting the right candidates. This view will help you maximize how you spend your recruiting budget, so you can focus on the strategies that most effectively drive down your cost per hire and time to fill while increasing your quality of hire. Built-in recruiting insights ensure you can measure the impact of your hiring by answering strategic questions such as:

- What segments of the organization have the most unfilled positions?
- What percentage of critical roles is unfilled?
- Which recruiting sources produce the most successful candidates?
- How many candidates are we attracting for critical roles?
- Do our employee-referral applicants convert at a higher rate?

### Built for business

How do you know you're driving better business results with your hiring? When you use SuccessFactors Recruiting as part of the SuccessFactors HCM Suite, your recruiting decisions become tightly integrated with your strategies for workforce planning, onboarding, succession, and internal mobility, and your recruiting processes are informed by data from performance reviews, career planning, and learning programs.

SuccessFactors Recruiting transforms the hiring process into a more strategic and measurable part of a complete talent strategy by offering the only truly end-to-end recruiting solution on the market. If you're ready for a next-generation recruiting solution that will drive better business results, then you're ready for SuccessFactors Recruiting—a key part of the SuccessFactors HCM Suite.