



yello

A RECRUITER'S GUIDE TO *yello*

SOLVE ALL YOUR RECRUITMENT CHALLENGES ON A SINGLE PLATFORM

A RECRUITER'S GUIDE TO YELLO

As a recruiter, you're expected to wear many hats. Sourcing candidates, scheduling interviews, conducting phone screens, reporting metrics, making offers, coordinating events, and on top of it all, ensuring you provide a great candidate experience. When interviewing in-demand talent, time is of the essence; losing a candidate to a faster moving competitor can cost your company significant time and money. Yello's talent acquisition software ensures the interview process advances quickly and all recruiting efforts are captured on a single platform.

Yello enables recruiters to complete the most important initiatives in one location, including sourcing, managing a talent pipeline, event management, resume parsing, interview scheduling and more. Yello provides clear insight into the metrics behind recruitment marketing efforts, so recruiters can decide where to allocate their time and budget based on ROI. Additionally, candidates view companies that use Yello technology as more tech savvy than companies that don't have the same recruitment technology in place.

If you're using multiple systems to manage your recruiting processes it's time to stop, and we're here to help! This guide will explain:

- The importance of creating consistency throughout the recruitment lifecycle
- How Yello's technology can help you create replicable processes to implement at hiring events, throughout candidate communications, interview scheduling and more
- Why Yello's single platform is key to your success



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HOW WILL *yello* HELP ME?

*Do any of these challenges
sound familiar to you?*



1 **LOSING CANDIDATES DUE TO SLOW-MOVING INTERNAL RECRUITMENT PROCESSES.**

Yello's scheduling tools can help source the best talent by auto-sending candidates and interviewers reminders before scheduled interviews; collecting interviewer feedback through mobile or web evaluation forms in real-time; automating interview scheduling for career fairs, campus interviews, phone interviews and sell days; and providing candidates with a self-service platform to reschedule interviews without disrupting your staff.

REFER TO: INTERVIEW SCHEDULING SOFTWARE

2 **CONSTANTLY FEELING SHORT ON TIME AND RESOURCES.**

Yello tracks the number of hires and overall expenses per recruitment marketing effort, such as career fairs, so you can present solid evidence to justify costs associated with each initiative. This will help you allocate your time and marketing dollars to the events that offer the biggest return.

REFER TO: EVENT MANAGEMENT SOFTWARE

3 **NOT KNOWING WHERE TO FIND THE BEST PEOPLE FOR YOUR ORGANIZATION.**

Recruitment marketing success does not need to be a mystery. Yello provides ROI metrics per marketing channel to uncover valuable insight into where the best talent is sourced.

REFER TO: TALENT RELATIONSHIP MANAGEMENT SOFTWARE

4 **INCONSISTENT RECRUITMENT MARKETING COLLATERAL.**

Yello creates custom branded, templated messaging to ensure consistency, and to help your team collaborate to ensure the correct message reaches the best people.

REFER TO: **TALENT COMMUNITIES**

5 **DIFFERENTIATING YOUR CANDIDATE EXPERIENCE FROM YOUR COMPETITION.**

Yello gives you a competitive edge by helping you quickly schedule and evaluate candidates. Yello's apps enable quick check-in at large recruitment events, empower recruiters to correspond with more top candidates at once through templated communication materials and allow customized batch email sends or text messaging.

REFER TO: **MOBILE RECRUITING**



Why Yello?

Yello can solve all your recruitment challenges on a single platform, saving time, dollars and confusion. Yello's solutions are designed to work independently or together to help you achieve your recruitment goals. Read on to learn how Yello's products can provide your company value.

EVENTS MANAGEMENT SOFTWARE

Instead of using email and countless spreadsheets to coordinate hiring events, talent acquisition teams can:

- Run countless recruitment events with the same quality and processes in place
- View all relevant recruitment events in one location
- Easily ramp-up new recruiters and coordinators with standardized event creation and management processes
- Send one-click calendar invites to those professionals supporting your events to ensure superior staffing management
- Understand event ROI, by directly connecting to Yello mobile apps

CAMPUS RECRUITING

With all campus activities and relationships stored in one place, recruiters can:

- Accurately report on the effectiveness of campus recruiting efforts
- Make data-driven decisions on where to recruit in the future and why
- Minimize risk of losing institutional knowledge with employee turnover

MOBILE RECRUITING

With minimal training on any tablet or smartphone, talent acquisition teams can:

- Have peace of mind that all candidate information is captured at events compliantly
- Immediately move candidates to the next step before the competition does
- Engage with candidates instead of worrying about collecting resumes
- Access the apps in online or offline mode, which is important at large career fairs where the Wi-Fi is often inconsistent
- Built-in integration to Yello scheduling to immediately schedule candidates

SCHEDULING SOFTWARE

Instead of using manual processes, talent acquisition teams can:

- Let candidates schedule and reschedule any type of interview (on-site, phone/video, event) at their convenience from any device
- Provide interviewers with immediate access to their candidates and schedules
- Minimize staff and contractors needed to run mistake-free interview scheduling
- Schedule any type of interview or event in the same solution
- Manage candidate evaluations
- Schedule thousands of interviews in a single month

TALENT RELATIONSHIP MANAGEMENT (TRM)

Yello's all-inclusive recruitment marketing and operation platform helps talent acquisition teams:

- Go to a single place to view the complete lifecycle of each prospect from hello to hire.
- View a candidate's complete profile and history
- Train your team more effectively by being on fewer systems
- Access better reports with fewer data errors by minimizing integrations
- Adopt more innovative technology, quicker, without having to do separate information security, compliance and legal checks
- Easily configurable customized talent communities, folders, tags and fields
- Search through millions of candidates and their resumes in less than a second
- Integrate into your current ATS

If you are ready to reinvent how your company recruits, visit

<http://go.yello.co/request-demo>

to schedule a demo.

YELLO.CO/CONTACT | 312-517-3200

