



MODERNIZE YOUR HIRING PROCESS WITH YELLO'S GOVERNMENT RECRUITING SOLUTION

Capabilities Statement: Yello is a cloud-based, digitized, talent acquisition software, deployed on Amazon Web Services (AWS) GovCloud Infrastructure as a Service (IaaS) environment. Yello's technology improves organization's ability to find, prioritize, manage, engage with, and hire talent. More than 100 of the Fortune 500 companies and 20+ federal government agencies leverage Yello to modernize their recruiting process — ultimately helping them attract and hire candidates faster. Yello captures candidate data in real-time, without manual data entry.

The Yello solution is specifically tailored to support our federal government customers with three key objectives, 1) to provide an in-person and virtual recruitment event service offering to boost the number of successful candidate engagements while enhancing the overall user experience, 2) to deliver a platform to customize, organize, and automate a robust talent acquisition pipeline to enable federal government agencies to achieve/exceed the 80 day hiring goals established by OPM and 3) to capture key metrics and visualize data analytics on applicants with our application management service offering real-time progress updates so agencies can determine return on investment.

The federal government attracts job candidates by participating in designated recruiting and hiring events (i.e. in-person career fairs, virtual career fairs, job fairs, classroom presentations, info sessions, diversity conferences, webinars, live-stream events, etc.) Significant financial resources and staff hours are allocated to plan such events without a digital mechanism to manage resumes or follow up with candidates. Yello serves as a digital resume repository database while conducting events allowing agencies to manage their recruitment processes from end-to-end in one platform. Yello enables agencies create customizable application and hiring workflows that help to digitally track candidate touchpoints, hiring approvals, tentative job offers, and more — all in one place.

Yello can also integrate directly with USAjobs for end-to-end visibility and efficiency for all recruiters and hiring managers throughout the entire candidate lifecycle, dramatically improving the overall candidate experience. The solution includes tools to find candidates, schedule interviews with candidates, manage recruiting events and engage with candidates, all leading to successful hiring. The solution enables customers to promote and market upcoming events across various channels — including their career pages, social media, student groups, campuses, career centers and more. Yello's pre-event registration allows candidates to RSVP in advance of the event to help drive traffic and create awareness. Yello's scheduling functionality enables recruiters to slot candidates into a timeslot for a conversation prior to an event.

FEDRAMP Authorization: Yello understands how important Data Collection and Information Security is to your agency. Yello achieved FedRamp Authorization dated April 2022.



Yello Government Recruiting Solution Base Capability Offering

In-Person and Virtual Event Management

- **CRM - Candidate Relationship Management**
 - Create Talent Acquisition & Recruitment Campaigns: Establish comprehensive communication strategies directed at a group of candidates. Ability to capture click thru rates, opened emails and clicks per link with backend reporting.
 - Build SMS Text Campaigns: Send custom SMS messages containing a keyword that candidates can text to receive a specific link or general information.
 - Establish a Talent Community: Capture passive candidates to add to your pipeline from your Career Site, Social Media Campaigns, Digital Marketing/Advertising Campaigns, Print Advertising Campaigns, etc. One (1) Talent Community is included.

- **Candidate Administration (Searching/Filtering)**
 - Basic Candidate Index provides a search, sort, and filter feature to position candidates from a central index of talent based on criteria captured in the system.
 - Advanced Candidate Index provides Tags/Folders, Saved Searches, Candidate Filters, Organize and attribute candidates using tags and folders while saving custom, in-depth filtered searches on the candidate index page.
 - Resume Search & Resume Parsing provides the ability to upload candidate resumes to auto populate candidate names, emails, and phone numbers, then provides the ability of the user to search for specific keywords from the database.

- **Virtual Event Video Conferencing**
 - Microsoft Teams video integration allows end-user to host virtual events such as webinars, info sessions, etc. Ability to enable multiple hosts, screensharing, candidate chat, etc.

- **Custom Branding**
 - Create custom design and color scheme in the Sign-In Mobile Apps to reinforce your employer brand.

- **Single Sign-On**
 - Authentication process that allows users to access multiple applications with one set of login credentials.
 - Customer and Yello will enter a mutually agreed upon integration project plan regarding the One (1) Single Sign-On Integration.
 - Yello only supports IdP-initiated SSO.



- **Campus Profiles**
 - Campus Index: A centralized repository to manage all recruitment partnerships across campuses/organizations where you recruit.
 - Campus Profile Pages: A comprehensive view into a campus'/organization's details.
 - Contact Management: Ability to manage external campus contacts and recruiter ownership.
 - Campus Activity: Insight into upcoming, previous and top-attended events.
 - Campus Snapshot: Snapshot of candidate activity related to a campus.
- **Create a Global Event Calendar**
 - Synchronized calendar view of upcoming events.
- **Capture Event Metrics & Summary Statistics**
 - Key performance indicators based on data gathered at a specific event.
- **Organize Staff Members**
 - Ability to invite one or more staff members to events from the Event Management portal.
- **Brand Pre-Event Registration Links**
 - Ability to gather pertinent candidate data and documents before the event start date.
 - Ability to collect this information by sending out pre-event registration links via social media, email blasts, print and/or digital marketing campaigns, etc.
- **Enhance Email Management**
 - Ability to email one or more staff members from the Event Profile page using custom designed templates or event-specific messages. Also, ability to manage candidate-facing emails from the same location.
- **Conduct Pre-Event Registration**
 - Capture pertinent candidate data and documents pre-event to identify top talent before the event starts.
 - Ability to market pre-registration links to candidates through social media, email campaigns, print advertisements, etc.
- **Create Evaluation Forms**
 - Configurable Evaluation Form for utilization in connection with the Yello Mobile App to evaluate or rank candidates. Evaluation Forms include conditional and multi-select fields.
- **Event Scheduling**
 - Ability to establish and manage one-on-one to large-scale interview schedules for both candidates and staff. Candidates are able to self-schedule interviews on their mobile devices or desktops while interviewers are able to access schedules and easily make real-time changes.
 - Mobile Scheduling – Ability to schedule candidates and staff for interview timeslots directly from the recruiter-facing mobile apps.



- Candidate and Staff Invites - Invite candidates or staff to an event directly from the profile page (if attached to event).
- Auto Confirmation/Reminders - Automatic confirmation and reminders via templated communications sent to a candidate or staff member when scheduled.
- **Event Expenses**
 - Enter, track, and report out on event expenses.
- **Event Performance Reporting**
 - Comprehensive event report dashboards available in both the Yello mobile app and desktop version. Dashboards display data metrics about individual events and allow for comparison of events in real-time.
- **Event Central**
 - A Yello-hosted landing page for organizations to market their upcoming recruiting events externally. The events board allows candidates to find, view, and register for upcoming recruiting events. Customer consents to Yello applying cookies for this Service.
- **Mobile Recruiting Application Features:**
 - Event Index - A central, organized location where a list of past, present and future events live.
 - Capture candidate data at events by allowing candidates to check-in.
 - Record evaluative data on candidates, streamline post-event follow up, and easily share candidates with internal stakeholders to facilitate collaboration.
 - Collect Form – Configurable candidate-facing form that gathers pertinent information to build a preliminary candidate profile. Includes conditional and multi-select fields.
 - Evaluation Forms – Recruiter/business user-facing forms to capture evaluative information about candidates during career fairs, Interviews, etc. Includes conditional and multi-select fields.
 - In App Event Reporting - Ability to filter and manipulate candidate data on the mobile app. Then, export the resulting information to yourself or other interested stakeholders via email.
 - Event creation - Create new events directly via mobile apps or on the Web platform.
 - Staff creation - Create new staff members in the Web-based platform using the Add Staff action.
 - Offline Mode – Candidate collection and evaluation feedback inside of Yello's Mobile Apps work without Wi-Fi, storing recently collected data locally - on the mobile device itself - until a user manually submits the information after re-establishing a secure Wi-Fi connection.



Yello Government Applicant Tracking Solution

- **Application Management:**
 - Create and Configure Application Workflows to align organizational human resource processes with business objectives.
 - Provide Hiring and Reporting Metrics with Application Dashboard - Track the application process from an interactive Application Dashboard. Export Application Workflow Data for in-depth reporting.
- **Yello-powered Job Board:**
 - Provides authorized users the ability to publish branded and configurable landing page for candidates to search for, filter, and apply for open positions. One (1) Job Board is included.
- **USAjobs Integration:**
 - Yello offers a standard integration to import requisition data from USAJobs to Yello. The standard integration between USAJobs and Yello permits a feed of requisition data from USAJobs into Yello; it does not permit exporting data from Yello to USAJobs. This type of integration is designed to bring requisition data into Yello so that the jobs can subsequently be displayed on Yello-powered Job Board.