Jobful Career Platform

The premium benefits of recruitment agency at the cost of a SaaS.
Talent Acquisition Challenges

90% of qualified applicants drop off because of unwieldy processes

50% failure rate within 18 months

99.8% of screened candidates don't get hired

71% of candidates are sharing negative recruiting experiences to their inner circle

INCOHERENT PROCESS
Division within the process (sourcing, screening, selection) and actors (agencies, channels, recruiters, hiring managers) lead to a bad experience for candidates.

QUALITY OF HIRE
Talent acquisition was considered a support process instead of business critical. For the last decade, recruitment focus was often on quantity sacrificing quality.

LACK OF INNOVATION
Technology’s advancement impact over talent acquisition process is marginal, without being able to disrupt its key metrics.

CANDIDATE EXPERIENCE
Companies rarely offer an engaging and attractive experience for their candidates. This constantly impacts brand recognition and image as employer.
Talent Loss Overview

11% Website visitors to applications

12% Applications to interview

99.8% Candidates lost in the process

15% Interview to offer
Solution overview

Jobful Career Platform is a SaaS solution, connecting sourcing channels and ATS systems as your career website.

Using Artificial Intelligence, the solutions eliminates pre-screening entirely.

Build and grow your talent pool

Generate qualified shortlists in clicks

As we encounter talent and skill set shortage, you can add courses for your candidates on Jobful Career Platform to support their growth.

Our gamification framework and automated touch points keeps the talent base constantly engage and ready for your openings.

Upskill top candidates for a perfect fit

Engage talent using technology
Gamification framework

Designed for Future

The better term for gamification, as Yu-kai Chou (inventor) states, is human-focused design. [article]

Building the technology starting with professionals in mind and their motivator closes the gap between unadapted business tools and business needs.

The Future is already here

As stated by World Economic Forum: Automation, in tandem with the COVID-19 recession, is creating a ‘double-disruption’ scenario for workers. [report on Future of jobs]
Talent Acquisition Lifecycle with Jobful

- Job boards
- Search engines
- Other platforms

Attract \rightarrow Engage \rightarrow Discover \rightarrow Convert \rightarrow Retain

Refer \rightarrow Nurture

Strangers \rightarrow Visitors \rightarrow Leads \rightarrow Qualified \rightarrow Shortlist \rightarrow Hire

- Reduce time to fill by 50%
- Improve conversion rate 5 times
Data privacy & System security
Candidate Attraction

**Challenges (public)**
Promoting challenges can drive faster user acquisition for your talent database.

**Courses (public)**
Display courses as upskill opportunities to attract new prospects.

**Friending & referral**
Allow your active users to add friends and grow your database by crowdsourcing talent.
Candidate Engagement

Gamification framework
Using countdowns, points, badges or titles, keep your candidates active and engaged.

Challenges system
Show-off your skills through challenges and get seen by the hiring managers to be closer

Candidate Shop
Offer rewards to your best candidates and use your shop to drive key behaviors.
Candidate Discovery

Candidate 360°
Improve your hire quality with deeper understanding an a holistic view of your candidates.

Recommender
Let our Machine Learning algorithm recommend best fit candidates for your jobs.

Activity
Track the activity on your platform and get insights on each candidate’s likelihood to answer.
Candidate Nurturing

Academy
Build specific skill sets and prepare the talent pool for organization’s future needs using online courses.

Assessment
Confirm candidates’ growth by testing at the end of each course and offer feedback.

Challenges
Bring the best out of your candidates, and get insights using challenges.
Recommender AI

Get rid of the pre-screening. We recommend the best fitting candidates using machine learning.

Academies:

Challenges:

Gamification:

Free Invite candidates without job boards & ATS integration

Candidate 360°

Job Listing:

Discover

Attract

Engage

Visualize Candidates Experience

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Recruiter Excellence - Strangers

Jobful Career Platform easily fits into your overall HR and IT environment by integrating with:

- Job boards (Monster, Indeed, Linkedin)
- ATS (Oracle Taleo & SAP SuccessFactors)

Increase data accuracy. Let data move for itself.
Site visitors can direct candidates on many public pages, all from the Jobful Career Platform menu where candidates can find:

- About Your (company overview, videos, values, benefits, testimonials, recruitment process)
- Your Jobs
- Your Academy
- Your Challenges
- Your Shop
Recruiter Operational Excellence - Leads

**Build automated emails & newsletters**

Skip the boring and repetitive tasks. Trigger candidates based on their actions, status phase, or engagement level and communicate with them through email workflows.

**Platform private messages**

Recruiters can also communicate with candidates through platform’s messaging system.

**Add Challenges**

Add more challenges to trigger candidates towards your recruitment process. Turn passive candidates into interested ones.

**Challenges format:** open questions, document upload, lingvistic tests, video pitch, quizzes, situational tests.

**Used for:** Employer Branding, Market Researches, Pre-assessment from hiring managers.
### Academy Graduates

- Access pre-tested and proactive talent pools from the academies graduates
- Each graduate has a scoring from the assessment center & get a glimpse of their learning agility
- Redirect the refused candidates to you academies and validate their potential
- Improve the pre-onboarding and shorten the time to productivity

### Challenges Respondents

- See all the responses from challenges and select the qualified respondents
- Direct communication with your candidate database
- Choose from automatic evaluation (based on right answers) or recruiter / hiring manager evaluation, adding feedback.
Recruiter Operational Excellence - Shortlist

Recommender AI:

- Recommender AI analyzes both, the job descriptions and the candidate resumes to deliver best fitting profiles
- Generate shortlists for any jobs in matter of clicks
- Save hours from recruiters time by automating the pre-screening process

Matching System:

- Bias-free decision for recruiters, candidates have their profiles anonymized
- Make sure the candidates are interested in your job, get confirmation before unlocking their profiles
- Matches can be directly scheduled for a next interview or delivered to the hiring managers.
Visualize Recruiters Experience

Attract

- Administare:
  - Add / Eliminate jobs
  - Add challenges & academies
  - Add or edit all of displayed content

Qualify

- Track your qualified candidates and create pipelines based on:
  - Academy graduates
  - Challenges responders
  - AI Recommendations

Hire

- Invite, match and hire your next colleagues:
  - Track & organize selected talent
  - Add notes for each profile
  - Send automated emails
Be an **innovator**, not a late adopter.

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