

# Jobful Career Platform

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The **premium benefits** of recruitment agency at the **cost of a SaaS**.

CHALLENGES

DISRUPTION

SOLUTION

NEXT STEPS

# Talent Acquisition Challenges

90%

of **qualified** applicants drop off because of unwieldy processes

## INCOHERENT PROCESS

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

50%

failure rate within 18 months

## 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.

99.8%

of screened candidates **don't** get hired

## LACK OF INNOVATION

Technology's advancement impact over talent acquisition process is marginal, without being able to disrupt it's key metrics.

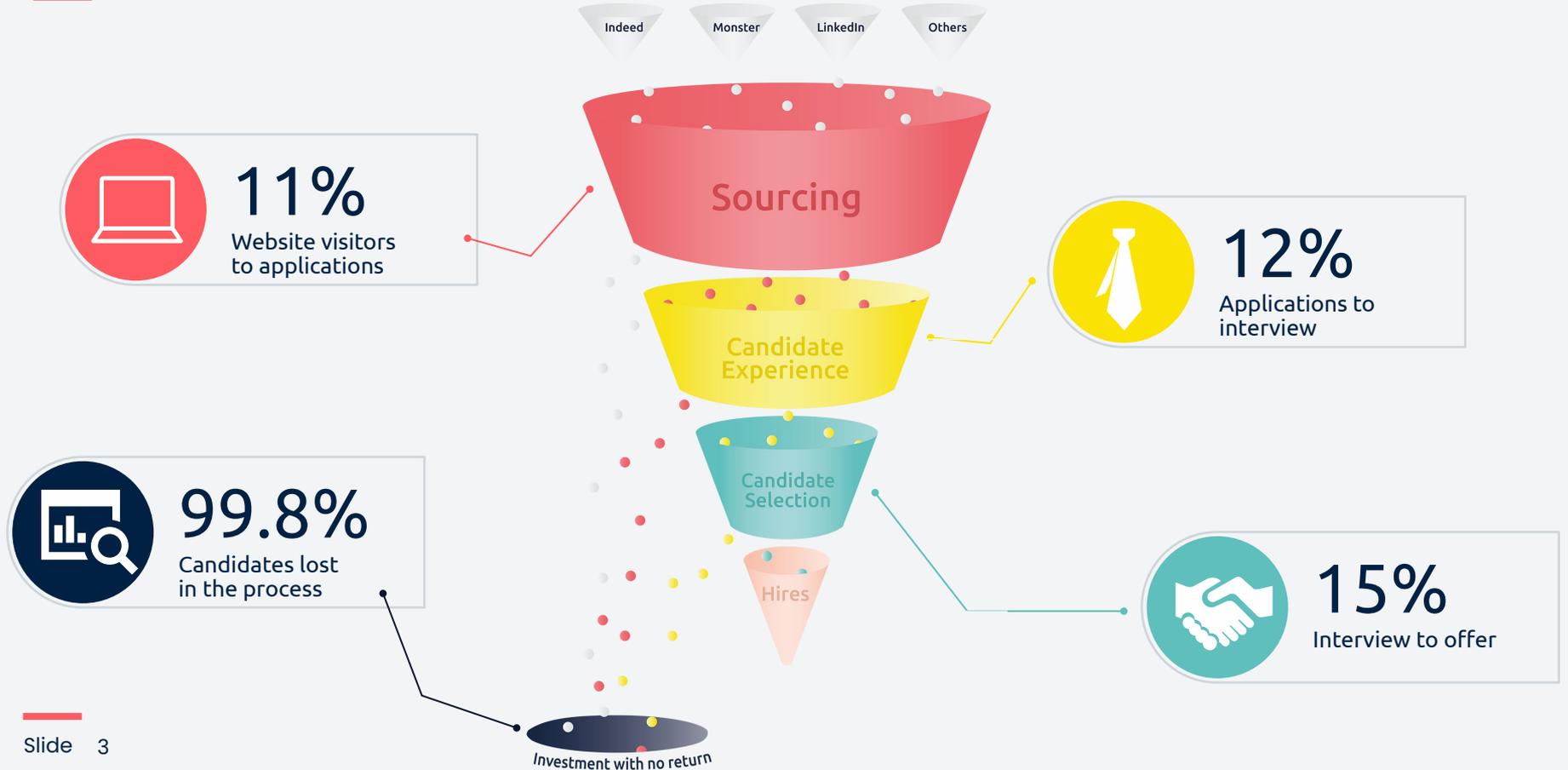
71%

of candidates are sharing negative recruiting experiences to their inner circle

## 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



# Solution overview

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

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**Build and grow your talent pool**

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

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**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.

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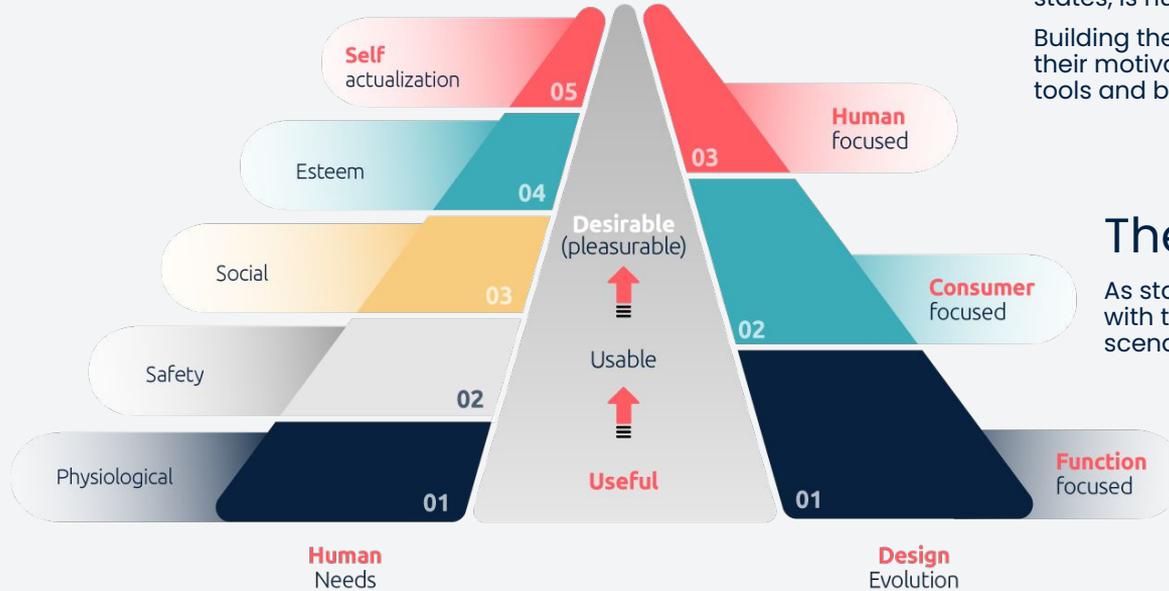
**Upskill top candidates for a perfect fit**

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

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**Engage talent using technology**

# Gamification framework



## Designed for Future

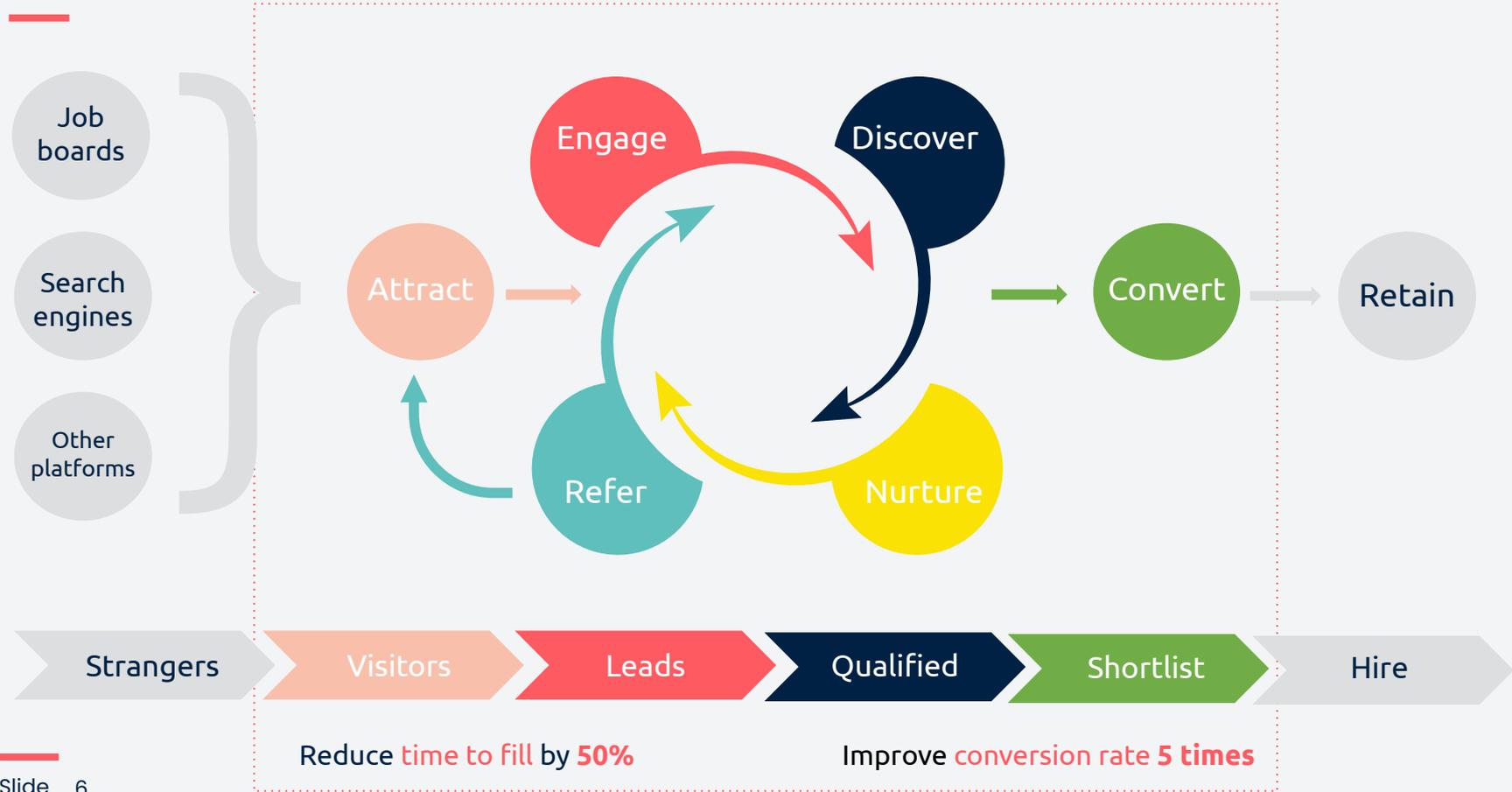
The better term for gamification, as Yu-kai Chou (inventor) states, is human-focused design. [\[article\]](#)

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



# Data privacy & System security

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# 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



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## Gamification framework

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



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## Challenges system

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



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## 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




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## Academy

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




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## Assessment

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




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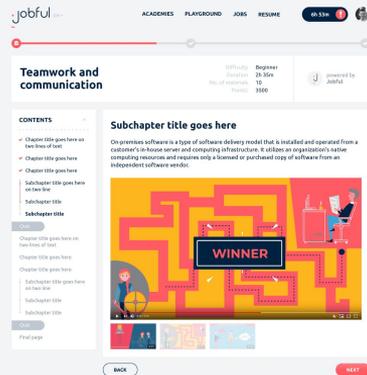
## Challenges

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

# Visualize Candidates Experience

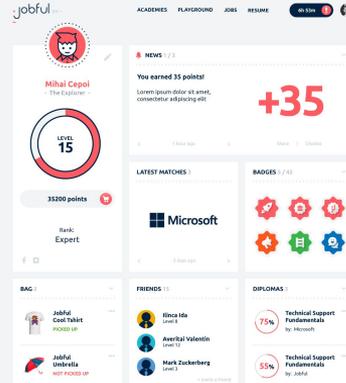
## Attract

### Academies:



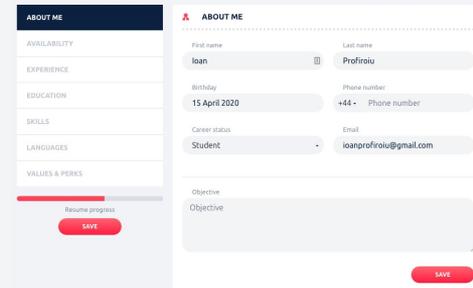
## Engage

### Gamification

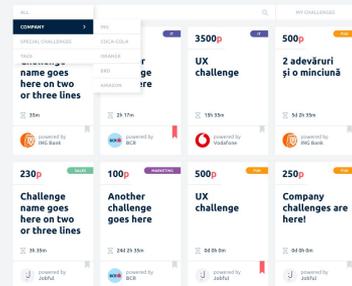


## Discover

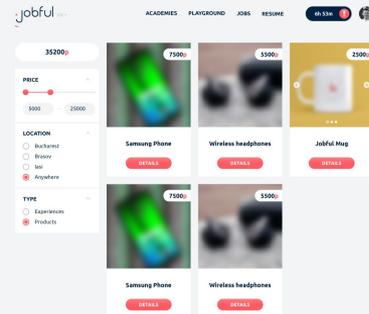
### Candidate 360°



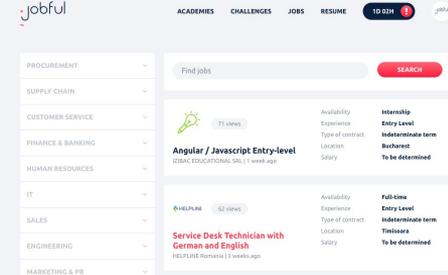
### Challenges:



### Shop:



### Job Listing:

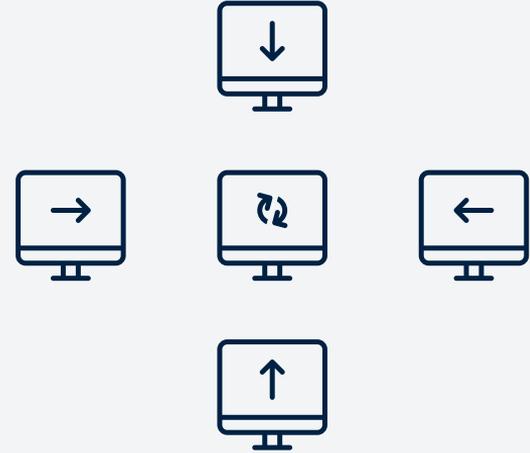


# Recruiter Excellence - Strangers

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.



# Recruiter Excellence - Visitors

You 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

The screenshot displays the Jobful Digital HR website layout. On the left is a navigation menu with items: ABOUT, JOBS, VIDEOS, BETTER QUESTIONS, TESTIMONIALS, PROCESS, and CHALLENGES. The main content area features a header with the Jobful logo and a photo of five team members. Below the header is an 'ABOUT' section with a sub-header 'ABOUT' and a paragraph: 'Grow into the best match between candidates and companies. Engaging candidates and recruiters throw cutting edge technology and process design driving next - gen recruiter + grow candidates.' Contact information includes 'Address: Muzelor 4, Bucharest' and 'Website: www.jobfulio'. Below this are two columns: 'VALUES' with a list: 1 Growth, 2 Impact, 3 Fun; and 'PERKS' with a list: 1 Work from home, 2 Flexible work schedule, 3 Training programs.



# 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, linguistic tests, video pitch, quizzes, situational tests.

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



# Recruiter Operational Excellence - Qualification

## 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

Administrative:

- 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

The screenshot shows a table titled 'ACADEMY GRADUATES' with the following columns: USER, GRADUATED, FINAL TEST SCORE, and EXPERIENCE. The table contains several rows of data, including one for a 'Young professional' Mechanical Design Engineer.

USER	GRADUATED	FINAL TEST SCORE	EXPERIENCE
Anonymous user	30 September 2020	64	2 years
Anonymous user	20 September 2020	33	0 years
Anonymous user	10 September 2020	33	1 years
Anonymous user	08 September 2020	100	0 years
Anonymous user	26 August 2020	100	0 years
Anonymous user	09 July 2020	100	0 years
Andrei Călin Socășă	29 June 2020	100	0 years

Additional details for the first row (Young professional):  
LEVEL: Young professional  
CURRENT\_JOB: Mechanical Design Engineer @ Bertram& Group  
DOMAINS OF INTEREST: Telecom, Sales, Engineering

## Hire

Invite, match and hire your next colleagues:

- Track & organize selected talent
- Add notes for each profile
- send automated emails

The screenshot shows a table titled 'INVITATIONS' with columns: CANDIDATE, STATUS, NOTES, LAST INVITED BY, and TIME LEFT. The table is divided into two sections: 'Junior IP Network Engineer [#OnlineInterview]' and 'Sales Representative Targu Mures'.

CANDIDATE	STATUS	NOTES	LAST INVITED BY	TIME LEFT
1. View CV	Expired	/	Orange Romania	N/A
2. View CV	Expired	/	Orange Romania	N/A
3. View CV	Expired	/	ING Tech	N/A
4. View CV	Expired	/	Orange Romania	N/A
5. View CV	Expired	/	Orange Romania	N/A

Additional details for the second section (Sales Representative Targu Mures):  
CANDIDATE: 1. View CV  
STATUS: Expired  
NOTES: /  
LAST INVITED BY: Orange Romania  
TIME LEFT: N/A

Be an **innovator**,  
not a late adopter.

