



# THE TALENT RELATIONSHIP MARKETING VALUE GUIDE

Learn how the Phenom TRM Cloud Platform transforms the efficiency, effectiveness and experience of acquiring top talent

# Building the Business Case for Talent Relationship Marketing

If you've been in the recruiting industry for some time, you've heard the same message over and over again. Phrases like, "Recruiters have to think like marketers," or "If you don't invest in Recruitment Marketing, you aren't going to attract the right talent."

Although these messages hold some truth, and there are tons of recruitment marketing vendors at your fingertips – recruitment marketing is only scratching the surface. More importantly, recruitment marketing is just one piece of a more robust and effective Talent Relationship Marketing strategy.

According to PwC's recent Human Resources Technology Survey, 58 percent of organizations utilize a SaaS/Cloud solution today for recruiting talent with another 23 percent planning to move to a SaaS/Cloud-based solution in the next 12 months.<sup>[1]</sup>

Evaluating and choosing a new talent technology solution isn't a task that should be taken lightly. There are multiple factors to consider, and more than one stakeholder in the process.

The Talent Relationship Marketing Value Guide is designed to help you in the technology solution evaluation process, answering these crucial questions:

- ▶ What are key differences between a TRM and Recruitment Marketing solution?
- ▶ How will a Talent Relationship Marketing Platform drive a better experience with a higher level of productivity for all parties involved? (i.e. candidates, recruiters, hiring managers and talent leaders)
- ▶ What critical questions can be answered at every executive level of the business, including the CEO, CTO/CIO, CFO, CMO and CHRO?
- ▶ How will the Talent Relationship Marketing Platform generate ROI and value for the organization?

## Let's get started.

<sup>[1]</sup> PwC Human Resources Technology Survey, August 2017





# Executive Overview

Imagine a future where mundane tasks are automated, a future where recruiters are empowered to grow into true business partners.

Imagine a future where your career site, advertising, messaging and recruiting strategy becomes hyper-personalized, adding true brand value and creating a second-to-none candidate experience.

Imagine a future where hiring managers and recruiters are on the same page, increasing communication and collaboration to find the right talent.

Imagine a future where talent leaders sit confidently at the c-suite table, excited to present cutting-edge talent analytics showing true impact to the overall business ROI.

The future is here, and it's Talent Relationship Marketing.

It should come as no surprise that an overwhelming 70 percent of companies are planning to invest in solutions with recruitment marketing capabilities over the next 12 months.

It's become increasingly important to evaluate and select a solution that compliments and drives forward the future vision of your organization.

Getting successful buy-in from your executive team requires hardcore conversations about the "why" behind their investment. We are here to show you the power behind the Talent Relationship Marketing platform, and to provide answers to those tough questions asked at every executive level of your organization.

As we dig into the TRM Value Guide, we'll provide the information you need in order to show how a Talent Relationship Marketing solution will help move your organization forward.

# What is TRM?

TRM is a system that enables companies to effectively manage the talent relationship lifecycle of their current and future candidates. It makes the experience of finding a job and acquiring phenomenal talent more efficient by helping candidates find the right jobs, providing valuable insight on the culture and brand of a company, and increasing a recruiter's productivity significantly.

The right system delivers a higher level of candidate quality by utilizing predictive intelligence, and making it easier for talent acquisition teams to identify and target desired individuals. More importantly, it aligns the objectives, priorities and actions of candidates, recruiters, hiring managers and talent leaders collectively – enabling better decision-making.

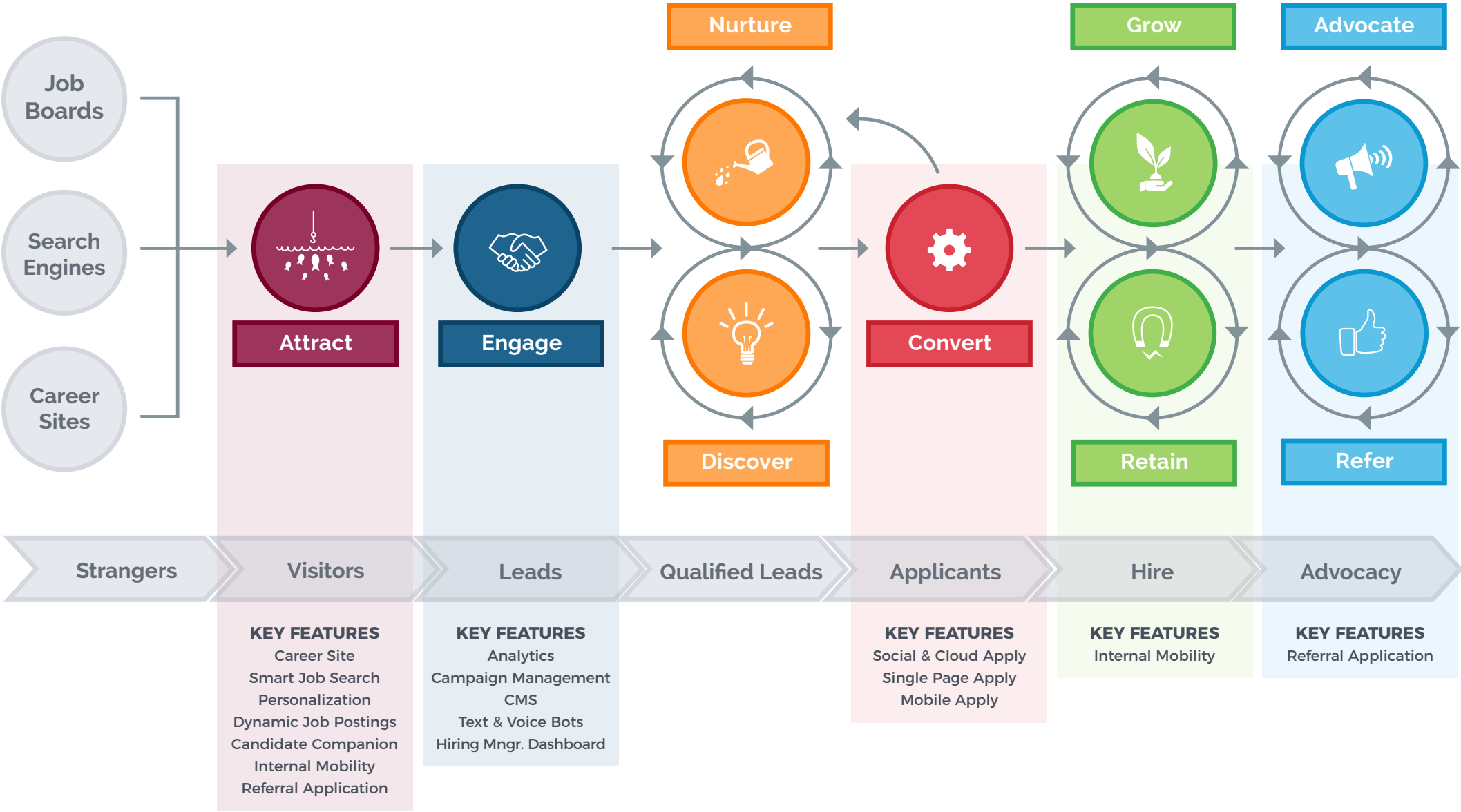
TRM brings your entire recruitment funnel together – from attracting visitors to converting applicants. It solves recruiting pain points, and equips talent acquisition teams with the tools to nurture attractive passive and active talent throughout their entire candidate lifecycle – making it easier to find and hire the perfect fit for your organization's needs.



# Overview of the TRM Platform



# The TRM Lifecycle



# The Why Behind the TRM Platform

One of the reasons you're reading this guide is to figure out the "why" behind the clients who decided to purchase the TRM Platform versus any other recruitment technology solution out there.

Here are the main reasons our clients have decided to invest in the TRM Platform:

## Hyper-Personalization & Brand Value

We believe today's candidates are consumers. They crave experiences that are closely akin to shopping on Amazon, searching for movies on Netflix, and navigating to their next destination on Waze. These consumer experiences have one core component in common: they provide an exceptionally hyper-personalized experience. In turn, their brand value is high among customers.

The TRM Platform does the same for candidates in the job discovery and search process. How? Through intuitive job search functionality, personalized job recommendations based on browsing history and social media profiles, personalized content specific to the candidate's background and interests, dynamic job descriptions, and personalized greetings as a candidate visits your career site for the first time or as a returning visitor.

## Better Quality of Hire

Your employees are your single largest annual investment. In fact, employees account for more than 30 percent of the revenue for most organizations. That's why it's important to hire the right people to support your business objectives.

The TRM Platform helps organizations significantly increase their quality of hire metric. By providing a better candidate experience, your talent pool will increase. With a larger talent pool, the quality of hire will go up.

Additionally, the platform provides a people detection tool, identifying passive talent who have visited your career site, but haven't applied to an opportunity or voluntarily signed up for a talent community. Aside from people detection, the TRM Platform assists recruiters in understanding a candidate's interest via an interest rating. Recruiters and hiring managers can also view a candidate's fit rating based on their background and interests relative to the organization's historical hiring data and needs.

## Best Investment Value with a Strong ROI

Would you be surprised to know that 18 percent of candidates who have a negative recruiting experience will stop using products or services from your organization? This could be causing your organization to lose millions of dollars annually.

By improving your candidate experience with the Phenom People TRM Platform, you'll be able to provide a truly personalized and immersive candidate experience. Through automation of mundane recruiting tasks, the TRM Platform reduces an organization's costs substantially.

The TRM Platform enables organizations to fully eliminate or reduce their sourcing team, improves the candidate experience to attract more qualified applicants, and provides top-notch analytics to help talent leaders better allocate recruiting spend to the sources driving the right talent.

## Top-Notch Analytics Provide More Accurate Measurement

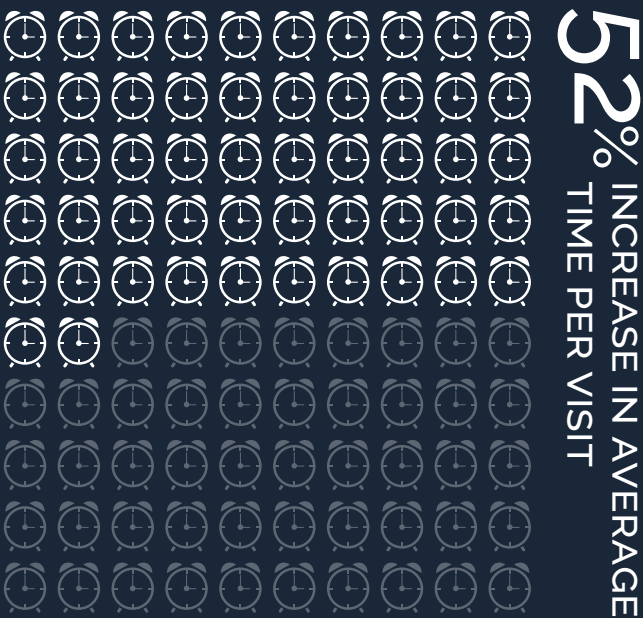
Talent analytics that you can rely on to make better decisions for allocating recruiting spend are extremely important. A lot of analytics platforms barely scratch the surface, focusing more on aesthetics like pretty graphs and colors. Most of the data offered by existing analytics tools is focused on baseball card statistics like number of visitors and average time spent on the site. These aren't useless, but they do little to provide talent acquisition teams with actionable insight they can use to improve performance and strategy.

At a minimum, the TRM Talent Analytics tool is capable of adding actionable insight and value by answering the following questions:

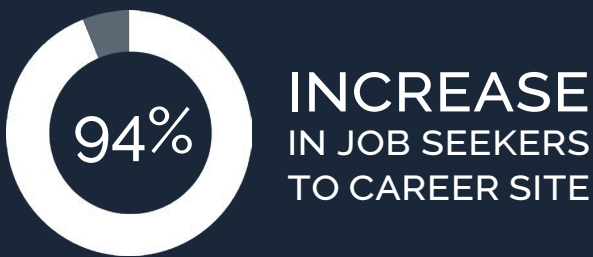
- ▶ What is your application conversion rate?
- ▶ Where is candidate drop-off occurring?
- ▶ What content is engaging candidates the most? The least?
- ▶ Are we spending our budget wisely?
- ▶ Are we attracting quality candidates?

# A Look Into Our Clients Results

Here's a look at the results our customers are experiencing after implementing the Phenom People TRM Platform.



48,000/YR  
CAPTURE PASSIVE  
JOB SEEKERS



5X INCREASE VISITOR TO APPLY



20% DECREASE IN COST PER HIRE

# TRM Brings Value To The Candidate



Candidates are at the core of TRM. The TRM Platform is built around the candidate experience, ensuring organizations will attract phenomenal talent.

Based on our research, some of the main complaints from candidates include:

- ▶ Poor application process
- ▶ No upfront expectations provided
- ▶ No status updates on application after submission
- ▶ Lack of feedback or closure in the process

TRM brings value to the candidate and their experience by solving these pain points.



## Poor Application Process

With the TRM Platform, candidates will complete a user-friendly job application with zero headaches. No more cumbersome and time-consuming applications or redundant data entry. Candidates have the ability to load existing information from their social media profiles or upload their resume through multiple formats including Dropbox, Google Drive, and OneDrive.



## No Upfront Expectations Provided

The TRM Platform is all about providing more information to candidates upfront, and with the Candidate Companion Tool, candidates will never be left in the dark. Expectations will be clearly outlined, providing a better understanding of the time to hire and steps involved to get there.



## No Status Updates on Submitted Application

Through the organization's nurturing campaign, candidates will receive communication every step of the way. The TRM Platform equips recruiters with easy avenues for communicating to candidates, and keeping it personalized even through automation.



## Lack of Feedback or Closure

Some candidates wait months before hearing the news that they were not selected for a position, while some candidates receive an instant notification as soon as they apply. Then, you have candidates who never hear anything at all. None of these methods are effective in providing candidates the feedback or closure they deserve. With the TRM Platform, communicating to a candidate that they are not selected is an easy process, maintaining a positive relationship for future vacancies within the organization.

# TRM Brings Value To The Recruiter



Recruiters are at the front-line of candidate experience and TRM. They are the face of your organization, and attracting and engaging talent is their number one priority.

Based on our research, some of the main complaints from recruiters include:

- ▶ There's never enough time to source for talent
- ▶ Can't get on the same page with hiring managers
- ▶ Overburdening by too much administrative work
- ▶ Hard to manage internal expectations in the process

TRM brings value to the recruiter and their experience by solving these pain points.



## Not Enough Time to Source

Most recruiters do not have time to source, but wish that they did. Let's face it – a lot of organizations don't have a sourcing team in place. The TRM Platform does the upfront sourcing work, and easily identifies the talent recruiters should talk to first. In addition, the talent pool is instantly increased through Phenom People's People Detection capabilities, identifying passive talent visiting the career site that could be the right fit.



## Lack of Communication

Recruiters and hiring managers have a hard time getting on the same page. From finding time in the day to communicate with hiring managers to figuring out the ideal candidate profile, the TRM Platform has an in-app communication tool and hiring manager dashboard that make it easier to share information back and forth.



## Too Much Admin Work

Recruiters don't just talk to talent all day. They spend a good portion of their time on tasks like paperwork, scheduling, updating the ATS, and even reference checking and onboarding. These are all tasks that can be automated. The TRM Platform minimizes the administrative aspects of recruiting, freeing up recruiters to do what they do best – recruit top talent to the organization.



## Managing Expectations

We've all been there before. Your hiring manager wants a candidate that doesn't exist, or they have an unrealistic timeframe for seeing qualified candidates. We believe managing realistic expectations boils down to more effective communication. The TRM Platform provides a hiring manager dashboard and in-app communication tool that can be accessed and utilized from any mobile device.

# TRM Brings Value To The Hiring Manager



The hiring manager has a need to meet their department objectives for the organization – and talent drives their ability to do so. They need to truly understand TRM, and how it can enable them to make better hiring decision the first time around.

Based on our research, some of the main complaints from hiring managers includes:

- ▶ Accurately identifying talent needs
- ▶ Inability to get on the same page with recruiters
- ▶ Not enough time to interview
- ▶ Crafting the right offer for a candidate

TRM brings value to the hiring manager and their experience by solving these pain points.



## Identifying Talent Needs

Hiring managers can't always predict when they will have a talent need. Sometimes a key team member leaves unexpectedly or a critical project creates the need for additional support. The TRM Platform provides talent analytics that help guide hiring managers in forecasting their needs accurately.



## Lack of Communication

It's hard to get on the same page with recruiters when hiring managers are also focused on the day-to-date of their departments. Through the in-app communication tool and hiring manager dashboard, it's easier than ever for hiring managers to stay in touch with recruiters, sharing relevant position information through any mobile device.



## Not Enough Time to Interview

Hiring managers hate wasting their time on unproductive interviews with candidates who aren't a fit. It's already difficult enough to find time in the day to get the right interviews set up, and maximizing their time is key. The TRM Platform identifies the top talent for a particular position upfront, getting hiring managers excited to make more time for interviewing. No more wasting time on the wrong interviews.



## Crafting the Right Offer

Understanding the right offer to seal the deal with the best candidate for the job can be a hard task for any hiring manager. The TRM Platform helps identify the needs, wants and intent of candidates, bringing all the data to the front so that hiring managers can make the right offer to get them in the door.

# TRM Brings Value To The Talent Leader



Talent leaders are the driving force behind your candidate experience, and the recruiting processes and technology in place within your organization. It's up to the talent leader to become an evangelist of TRM, funneling this from the top down.

Based on our research, some of the main complaints from talent leaders include:

- ▶ Creating an accurate budget for hiring needs
- ▶ Reporting the right hiring statistics
- ▶ Effectively partnering with the c-suite
- ▶ Implementing key initiatives

TRM brings value to the talent leader and their experience by solving these pain points.



## Effectively Budgeting

Budgeting is based on current and future hiring needs, but talent leaders can't do this without an accurate representation of what recruiting sources and avenues are drawing in the right talent. The TRM Platform talent analytics equips talent leaders with information they need to make decisions that align talent and business strategies.



## Reporting Hiring Stats

Unfortunately, many organizations are tracking their hiring stats manually through an Excel spreadsheet, or they just aren't tracking them at all. Better yet, they are using a very uncooperative ATS to try and gather the stats they need (i.e. time-to-fill, quality of hire, etc.). With the TRM Platform, career site analytics provide key information to drill down on the most intricate hiring stats necessary.



## Partnering with the C-Suite

It's still a battle for talent leaders and HR leaders to get a seat at the c-suite table. Equipped with a strategic pulse on metrics, KPIs, and other aspects of recruitment reporting, talent leaders have the ability to make an impactful argument on why they need a seat at the c-suite table.



## Implementing Initiatives

Talent leaders are responsible for implementing the right talent initiatives and technology in order to create a positive candidate experience and a strong employer brand. The TRM Platform provides talent leaders the right tools to distribute jobs, engage candidates with content, and assess talent.

# Getting Buy-In

It's not just you that needs to see the value behind the TRM Platform. While the value may be clear to you and your department, appealing to your higher-level management can be more difficult.

So, how do you get the proper internal buy-in when adding a new technology solution to your organization's tool belt? It's important to focus on the problem the TRM Platform can solve, and how it will impact each core department in your organization.

To help guide you, we've put together answers to some of the most critical questions the key decision-makers are going to ask you once you get in front of them. In the pages that follow, you'll find these questions and answers for your use in conversations with your:

- ▶ CEO
- ▶ CTO / CIO
- ▶ CFO
- ▶ CMO
- ▶ CHRO



# Q&A

## With The CEO

### Q. What is the ROI of the TRM Platform?

- A. The key areas of impact are cost-per-hire, time-to-hire, and quality of hire. These are the three main aspects of ROI that we can manage with the TRM Platform. Everything is impacted by candidate experience, marketing automation, passive candidate detection, employer branding, retention, overall turnover, new hire turnover, candidate fit, and employee engagement.

### Q. How will the TRM Platform improve work efficiency?

- A. Overall review of the TRM Platform – The lifecycle is to give the best experience to the candidate, collect a lot of data, and provide that data to the recruiter to provide a better experience for the recruiter. Then, we collect that data, and provide that experience to the hiring manager. Our analytics platform will generate all kinds of reports for all end users and stakeholders.

### Q. How will I be able to know the TRM Platform is providing value to my organization?

- A. Talent Analytics will provide what is the typical rate of visitor to apply, how long visitors stay on your career site, and how many pages they view (i.e. engagement). In addition, the candidate pipeline will provide engagement, along with the hiring manager dashboard, internal mobility platform and referral application platform.

### Q. When can I expect to start seeing results?

- A. After implementing the product, you will see 10% increase in results within 3 months. In a year, it can vary from 30-100% depending on usage (continuously tweaking and improving based on the usage).

### Q. Do we need to add additional resources to implement and utilize the TRM Platform to its fullest capabilities?

- A. Our site generally has implementation services to implement the product. It depends on the involvement of your internal departments (marketing, recruiting, etc.). For example, if there are brand-related or design-specific items, that can vary. It's a SaaS platform and is always available. There's a certain amount of information from the brand point-of-view that is needed from the client to make things work smoothly leading up to going live.

### Q. How easy is it to implement the TRM Platform?

- A. TRM Implementation is very straight-forward. It is a SaaS product so it has very standard processes which are very well-thought out. The maintenance is easy, but the challenge is if you want to customize anything. Depending on the type and level of customization, the implementation cycles can vary client-to-client. Our implementations are configuration-driven, so there is zero customization.

### Q. What other technology solutions are needed to make the TRM Platform work?

- A. There are dependencies. For example, integrating with existing systems. If you already have API's, we can build off of that. No additional customization or development is needed from the client's end.

### Q. What services and support are included with the TRM Platform?

- A. Implementation and Customer Success teams. We have vast experience in implementation, implementing Fortune 500 companies to small companies. Our methodologies are pretty pre-defined with best practices built around it. Customer Success will provide the necessary training to optimize your use.

# Q&A

## With The CTO/CIO

### Q. What is the solution architecture of the TRM Platform?

- A. It is a SaaS platform with completely cloud infrastructure. The platform has different types of components. We have Phenom Hub, completely focused on the candidate; Phenom Pro, completely focused on the recruiter, hiring manager, and talent leader; Phenom Market, completely focused on job distribution and ad distribution; and Phenom Exchange for all integrations.

### Q. Will the solution architecture fit with our current technology stack?

- A. We can integrate with existing systems. If you already have API's, we can build off of that with no additional customization or development needed from you.

### Q. What is the accessibility, deployment, and support for the TRM Platform?

- A. We are AA qualified, and we are implementing a major client right now that will make us AAA qualified after going live. We have an implementation team to help through the deployment process, and a customer success team to help provide support and training on maximizing the platform capabilities.

### Q. Will we have a dedicated implementation team?

- A. This depends on the size of the client.

### Q. Will we have a dedicated support team?

- A. This depends on the size of the client.

### Q. How will our data be secured with the TRM Platform?

- A. Our database is highly secure. We are PII compliant. We are working on Soc2 certification and are very close to getting it. We are Trustee certified, and all servers are hosted on the cloud. Because of the PII, we encrypt all sensitive data.

### Q. What does the implementation timeline look like?

- A. This depends on the size of the client and the scope of the implementation.

### Q. Can we implement the TRM Platform in stages or intervals?

- A. This depends on the size of the client. We usually implement in one shot, but can sometimes accommodate stages of implementation too.

### Q. Am I responsible for managing the TRM Platform?

- A. No, we will manage for you. It's a SaaS platform.

### Q. Do I need to add additional headcount to my team to implement and support the TRM Platform?

- A. This depends on the size of the company, but typically no. In big companies, there can be a need to deploy project teams to help handle internal branding and testing initiatives as a result.

### Q. Is the TRM Platform GDPR-compliant?

- A. Yes.

# Q&A

## With The CFO

**Q. How much is implementing the TRM Platform going to cost the organization?**

A. This depends on the size of the client and the scope of the implementation. However, we do have a ROI calculator developed to help provide better insight. Keep in mind that it is completely a value-based product.

**Q. Do you have any collateral outlining cost comparisons?**

A. We are a very cost-effective solution. We have a different product than what our competitors offer, making it difficult to compare offerings.

**Q. Is there a yearly maintenance fee?**

No hidden costs. It's a SaaS contract, and everything is included in this contract.

**Q. What is the financial ROI for the TRM Platform?**

A. This depends on the size of the client and the scope of the implementation. However, we do have a ROI calculator developed to help provide better insight. Keep in mind that it is completely a value-based product.

**Q. What if circumstances change, and we want to end our relationship?**

A. We are a SaaS platform, so it is typically end of the SaaS contract. We do everything we can to make sure clients are satisfied so we can help provide a long-term ROI to your organization.



# Q&A

## With The CMO

**Q. Will the career site be consistent with our branding?**

A. Yes. During the implementation process, we work with your internal marketing teams to ensure branding is consistent with your organization's guidelines.

**Q. How will my team work with Phenom People on the branding of the career site?**

A. During the implementation process, we work with your internal teams to ensure the look and feel of the career site is not only consistent with your branding guidelines, but it is an excellent representation of your EVP and employer brand.

**Q. What analytics does the TRM Platform provide?**

A. The TRM Platform provides talent analytics that are second-to-none. At a minimum, our talent analytics platform provides actionable insight and value by answering the following questions: What is your application conversion rate? Where is candidate drop-off occurring? What content is engaging the right candidates? Are we spending our budget wisely? Are we spending our budget wisely, attracting quality candidates?

**Q. Will my team have access to update the design and content of the career site?**

A. Yes. Clients have access to the CMS (Content Management System) along with the Career Site Builder enabling you to make changes to the content on the site without having to go through a third party to do so.

**Q. Will my team be able to create email templates for recruiters to use?**

A. We are a SaaS platform, so it is typically end of the SaaS contract. We do everything we can to make sure clients are satisfied so we can help provide a long-term ROI to your organization.

**Q. Will the TRM Platform interfere with our tracking on our corporate website?**

A. No. The career site comes with its own analytics around career site visitors and engagement without interfering with your corporate website traffic tracking.

**Q. Can the TRM Platform be integrated with our marketing automation platform?**

A. The short answer is yes. However, the TRM Platform has many of the same features that a marketing automation platform offers such as: career site visitor tracking; a complete suite of analytics; and email campaigns. You likely wouldn't integrate it with your marketing automation platform.

**Q. What department typically owns and manages the TRM Platform?**

A. The TRM Platform is so user-friendly that the recruitment department has the ability to own and manage it directly. Some organizations choose to have other departments involved in this process, especially for any type of branding changes.

**Q. What are the benefits of the TRM Platform to Marketing?**

A. The TRM Platform enables the organization's recruiters to handle marketing in their own department without having to involve marketing for very minor changes and additions. In addition, as a result of the TRM Platform, the marketing team will likely see an increase in potential leads and in depth analytics to help support recruitment marketing efforts and other key marketing initiatives.

# Q&A

## With The CHRO

### Q. How will the TRM Platform impact recruiting and hiring metrics?

- A. The TRM Platform provides talent analytics that are second-to-none. At a minimum, our talent analytics platform provides actionable insight and value by answering the following questions: What is your application conversion rate? Where is candidate drop-off occurring? What content is engaging the right candidates? Are we spending our budget wisely? Are we spending our budget wisely, attracting quality candidates?

### Q. How will the TRM Platform improve the way we recruit to the organization?

- A. The TRM Platform will improve the way your organization recruits in many ways. Some of the main ways include: increased recruiter productivity, automation of administrative recruiting tasks, optimization of recruiting spend, and competitive in the passive talent market through people detection capabilities. In addition, our internal mobility platform and referral app will enable your recruiting team and organization to effectively source for the right talent that's under your fingertips – saving money in the process, and encouraging retention.

### Q. What is the ROI for the TRM Platform?

- A. The key areas of impact are cost-per-hire, time-to-hire, and quality of hire. These are the three main aspects of ROI that we can manage with the TRM Platform. Everything is impacted by candidate experience, marketing automation, passive candidate detection, employer branding, retention, overall turnover, new hire turnover, candidate fit, and employee engagement.

### Q. Who do I need to facilitate the implementation of the TRM Platform?

- A. The implementation should be led by someone who is very involved and knowledgeable of your talent acquisition and recruitment marketing initiatives. This could be an internal project team involving your recruiters, management, marketing, and IT departments as well.

### Q. Is there training and support provided?

- A. Our Customer Success team will work with you to ensure successful utilization of the TRM Platform, maximizing on the platform's offerings.

### Q. What's the timeline for implementation?

- A. This depends on the size of the client and the scope of the implementation.

### Q. Will I be able to eliminate any of our existing HR or recruiting technologies as a result of implementing the TRM Platform?

- A. The TRM Platform is a very comprehensive SaaS solution, and it can be fully integrated with your existing HR or recruiting technologies.

# Here's What Our Clients Are Saying

“

Phenom was very competitive with cost... One of the things that we thought was really, really helpful was that instead of explaining what the website was going to look like they actually had several mockups available. It was very helpful for us to go to management and also to the other people on our HR Team... We were able to roll everything out on timeline, on budget.

PACKAGING DISTRIBUTOR

“

The Phenom People Platform provides us with the insights we need to accurately measure and optimize our talent acquisition resources.

FOOD MANUFACTURING COMPANY

“

Working with Phenom People feels like a true partnership. After implementing the TRM platform, we've been able to create local differentiation and exceptional candidate experience for 26 different practice locations.

HEALTHCARE NETWORK

“

The Phenom TRM platform provided us a streamlined solution to help mask our inefficient application process, providing a more reliable mobile apply for candidates and a better candidate experience.

DEFENSE AND SPACE COMPANY

“

Phenom People has allowed us to streamline our recruiting process, increase our team's efficiency, and improve our candidate experience.

LEGAL STAFFING COMPANY

“

The Phenom TRM platform helped us create a large talent pool of top pharmacy professionals. As a result, we've been more successful in filling hard-to-find roles across the U.S.

PHARMACY SERVICES COMPANY

“

The Phenom TRM platform helped us create a hyper-personalized experience for our candidates, improving the application process and decreasing drop off rates.

REAL ESTATE COMPANY

“

We tried to create the best candidate experience possible to our mobile application and as a result, we have seen a large increase in the number of mobile applications since our launch. The mobile site is allowing us to draw new applicants, including ones for critical clinical areas.

HEALTHCARE NETWORK

“

The Phenom TRM platform helped us create a second-to-none candidate experience and even stronger employer brand to help sell the organization to top talent.

CONSUMER APPLIANCES MANUFACTURING COMPANY

# What's Next?

The future of talent acquisition is bright, but many companies are still a long way from maximizing on the HR technology available to them in the marketplace.

With the right technology in place for attracting, nurturing, engaging, and converting top talent to the organization, talent acquisition and HR will have an increased bandwidth to become better business partners to the organization.

Implementing a change in process efficiency begins with one person and a strong business case. In fact, for those organizations successfully implementing a cloud-based solution for HR efficiency, 64 percent created a business case and achieved change.

In this guide, we've provided you the foundation of TRM and how each key stakeholder is impacted positively through our solution. We've also equipped you with the answers to some of the most critical questions your executive team will ask you before you get their buy-in.

But, we're asking you to not just take our word for it.

Want more information on TRM?

Schedule a demo today, and see how the TRM Platform can impact your organization.



# About Phenom People



Phenom People is the leader in the Talent Relationship Marketing category. We are on a mission to help phenomenal companies attract phenomenal talent. To attract the best talent, companies must build relationships with their candidates through personalized digital experiences. The Phenom Talent Relationship Marketing Platform automates the process for driving awareness, interest, engagement, and acquisition for talent.

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