

# HRTECH Outlook

Recruitment Software Special

HRTECHOUTLOOK.COM

Alex McKeown,  
CEO

## FUSION RECRUITING LABS

*EMPLOYMENT  
TOOLS BUILT FOR THE  
MOBILE ERA*

\$15



HR TECH OUTLOOK  
44790, S Grimmer Blvd.  
#202, Fremont, CA-94538





**THE MARKET  
FOR MOBILE  
RECRUITMENT  
IS CLEARLY  
UNDERSERVED,  
AND OUR AIM IS  
TO EMPOWER  
BOTH EMPLOYERS  
AND CANDIDATES  
WITH A CUTTING  
EDGE MOBILE  
EXPERIENCE**

Alex McKeown,  
CEO



# FUSION

# RECRUITING

# LABS

## EMPLOYMENT TOOLS BUILT FOR

## THE MOBILE ERA

By Sandeepa Majumdar

**T**oday, nearly everyone uses smart devices to seamlessly carry out tasks like paying bills and ordering pizza. Unfortunately, applying for jobs with a mobile device remains a long and cluttered process with a broken user experience. After toggling through endless drop-down menus and pesky document upload prompts, frustrated candidate often abandon the application process before completing their application. According to a survey by Glassdoor, while 80 percent of job seekers use their smartphones to search for jobs, less than 5 percent complete the application process from their mobile device, and only about 25 percent of large companies have a hiring process that is optimized for mobile devices. This lack of mobile-optimized recruitment channels prevents employers from engaging with top-flight candidates. Fusion Recruiting Labs (FusionRL) is set to modernize this process with their state of the art employment tools that increase mobile candidate engagement and significantly reduce time to fill. "The market for mobile recruitment is clearly underserved and we aim to empower both employers and candidates with a cutting-edge mobile experience," states Alex McKeown, CEO, Fusion Recruiting Labs.

## KEY FEATURES

70% of active candidates want to apply for a job with a mobile device. For that reason, Fusion MAS is built with a company-branded, mobile-first user experience that makes it easy for candidates to input application information with the tips of their fingers' and ensures brand consistency.

Company logo & company brand colors ensure a consistent candidate experience.

"Save my place" button increases completion rates by allowing users to return later to fill out incomplete sections.

The progress meter updates with each completed question to help encourage the candidate towards the goal of a completed application.

Application questions are grouped into chapters to allow the candidate effortless navigation.

Our mobile-first design features large buttons and form fields designed to be easy to read, easy to press, and easy to type.



To build a compelling solution for the mobile candidate, FusionRL began by gathering potent insights from challenges encountered in the trucking industry. Due to a driver shortage and a high turnover rate, truck driver recruitment is extremely competitive. In addition, truck drivers are "mobile" by definition. Similar to other industries, many trucking companies offered antiquated applications and information collection processes that were difficult to access through smartphones. FusionRL worked with a leading propane retailer to install a mobile-first apply solution (MAS) that used elements of gamification to collect objective data from candidates in a streamlined application experience. After a two month test, the FusionRL mobile apply solution increased the mobile candidate apply rate from 5 percent to nearly 25 percent and the propane retailer hired

more truck drivers, faster.

Several independent researchers today reveal that the candidates who experience an easy navigation process while applying for a job are likely to refer it to their friends, even if the candidate is not selected. "An organization's mobile application experience is the first thing a candidate sees. A thoughtful and user-centric design is the best first impression. It reflects on the company and their culture and it helps build positive brand recognition," explains McKeown.

### Recruitment in a Snap

FusionRL's powerful Mobile Apply Solution (MAS) is offered through the Fusion Recruit platform and delivers a next generation, mobile-first user experience that is customized to offer a company-branded experience. Fusion Recruit is engineered with a recruiter-friendly design and is

intuitive in nature to allow recruiters to offer sleek application experiences to attract and qualify top candidates. "During our research, we discovered that job seekers usually abandon an application either because it's too confusing or because it takes too long to complete," informs McKeown. For the maximum benefit of a candidate, Fusion Recruit's application experience keeps the candidate informed of the application length and encourages their progress through the experience. The entire application is grouped into chapters for easy comprehension. And, through the use of screening questions, a recruiter can objectively ascertain whether a candidate has the required amount of experience or not and then move to subjective qualification by reviewing the attached resumes, portfolios, and interviews. "In the age of mobile devices, HR departments must adopt





Alex McKeown,  
CEO



**AN ORGANIZATION'S MOBILE  
USER INTERFACE IS THE  
FIRST THING A CANDIDATE  
INTERACTS WITH, THAT  
HELPS BUILD POSITIVE  
BRAND RECOGNITION**

the consumer-centric strategies of digital marketers to achieve the highest level of user experience for the candidate and maximum return-on-investment for the company,” explains McKeown.

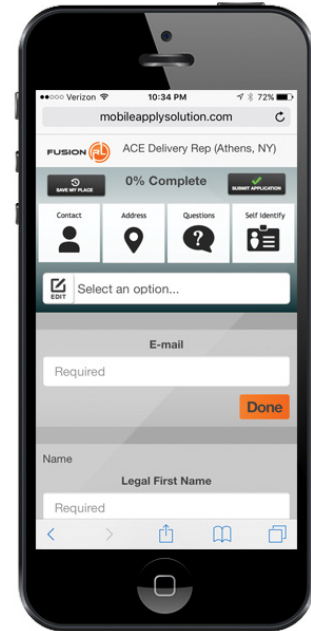
### **Customer First, Mobile First**

With Fusion Recruit’s Mobile Apply Solution, clients have enjoyed a 400 percent increase in the number of mobile applications received and an 80 percent decrease in cost per mobile apply. In one particular instance, a large IT staffing agency witnessed massive gains after implementing the Fusion Recruit platform. With Fusion Recruit’s powerful tools, application completion rates soared from 3 to 30 percent. “In addition, the Fusion Recruit platform filtered out 64 percent of unqualified candidates to help the agency’s recruiters work faster and more effectively to find the best candidate,” says McKeown. Most importantly, the staffing company accessed a higher volume of top notch candidates, the time to fill an open position was cut in half, and the agency’s recruiters were more productive.

To energize and support the efforts of recruiters, FusionRL is always looking for opportunities to expand the availability of the Fusion Mobile Apply Solution (MAS) by forging strong partnerships. FusionRL integrates with iCIMS, a popular applicant tracking system (ATS), to offer a mobile-first candidate experience to accelerate mobile apply completion and increase recruiter productivity.

### **Going the Extra Mile**

FusionRL takes great pride in building strong relationships with clients through a service-



oriented culture.

“We strive to impress and to exceed expectations. On multiple occasions, an HR Director has moved to a new role at a new company and quickly implemented our services. We take that loyalty as a great compliment,” mentions McKeown. Constant research and innovation is an integral part of FusionRL’s culture and they are always keeping an eye on new technology and market trends that can augment the hiring process for candidates and recruiters alike.

FusionRL believes the continued proliferation of mobile devices, Big Data, and Artificial Intelligence will play prominent roles in shaping the future of recruiting and staffing. In addition, the company has two big initiatives and products lined up for the transportation and healthcare staffing sectors this year. To support these efforts, FusionRL has already doubled its in-house team in the past three months. “We are elated with the massive impacts that our efforts are creating for candidates and recruiters and we will continue to architect a strong recruiting platform to pair top candidates with top employers,” ends McKeown. 

# HRTECH Outlook

February - 2018

HRTECHOUTLOOK.COM

## Top 10 Recruitment Software Solution Providers - 2018

With the tightening of the labor market, talent acquisition professionals are in need of recruitment software solutions to streamline the recruitment process making it more efficient and effective. Recruiters who have adopted such software solutions are able to strategically continue the use of recruitment marketing and employer branding along with quality measurement of hire, improving the candidate experience.

Today, there are numerous recruitment software solutions powered by the emerging technologies of data prediction and sourcing system are helping recruiters automate various aspects of their daily workload. It is helping them leverage the rich data stores that they have assembled to create relevant, meaningful and actionable recruitment plans. Recruiters around the globe rely on big data, predictive and analytical models to

personalize and optimize the different process of converting the prospective candidates into applicants. Modern recruitment software solutions help recruiters to cross all boundaries and get desirable results for better hires and to excel at identifying and surfacing ideal talent profiles.

To help CIOs navigate this flourishing landscape of recruitment software solutions, HR Tech Outlook has assessed a number of recruitment solution providers and has shortlisted the front-runners in providing cutting edge technological solutions. A distinguished panel comprising of CEOs, CIOs, VCs, industry analysts along with HR Tech Outlook's editorial board, has reviewed several companies that exhibit a proven expertise in assisting a recruiter and shortlisted the ones that are distinctively prominent in the field.

We present to you HR Tech Outlook's "Top 10 Recruitment Software Solution Providers -2018."

### Fusion Recruiting Labs

*Recognized by*  *magazine as*

TOP 10  
**RECRUITMENT**  
SOFTWARE SOLUTION PROVIDERS - 2018

*An annual listing of 10 companies that are  
at the forefront of tackling customer challenges*

---

#### Company:

Fusion Recruiting Labs

#### Description:

Builds recruiting tools that accelerate hiring processes and increase recruiter productivity

#### Key Person:

Alex McKeown  
CEO

#### Website:

[fusionrl.com](http://fusionrl.com)