

Recruiting Marketing Career Site Builder Implementation

Andrea Wiesenberger, SAP / November 14th, 2018

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Career Site Builder Overview

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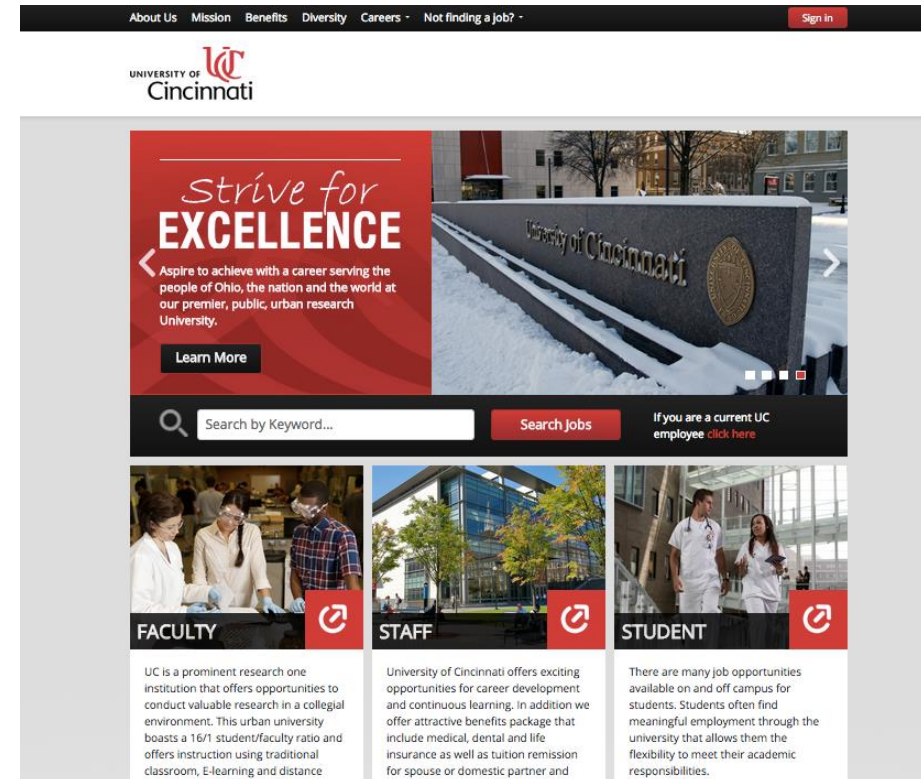
Overview - What is Career Site Builder?

- Career Site Builder allows Recruiting Marketing sites to be built and updated by non-technical users.
- SAP Professional Services and Global Implementation Partners do not need technical web development resources to build and launch Recruiting Marketing sites.
- Page creation, colors, image upload, and adding content can be accomplished through the Career Site Builder user interface.
- Every aspect of Career Site Builder is designed to be responsive. Additional setup or fees are required to enable a full mobile career site.
- Career Site Builder is accessed through Client Admin Tools. User permissions will need to be updated to access Career Site Builder.

Overview

Do “Career Site Builder” sites look different?

- Career Site Builder sites can look identical to existing Professional Services managed sites. The components were all taken from popular client RMK sites.



Site Kit: Design Elements

Live site Inspiration



Basic wireframe



Site Kit: Best Run

Live site inspiration

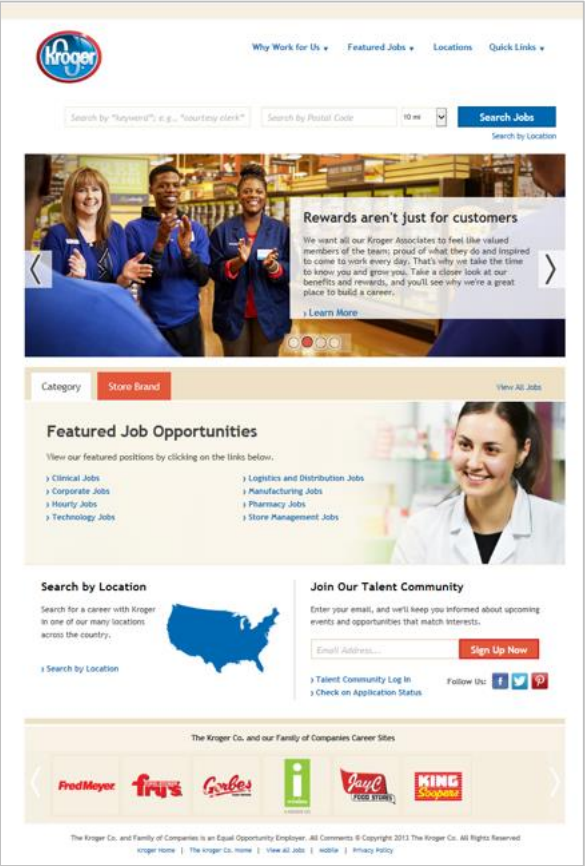


Basic wireframe

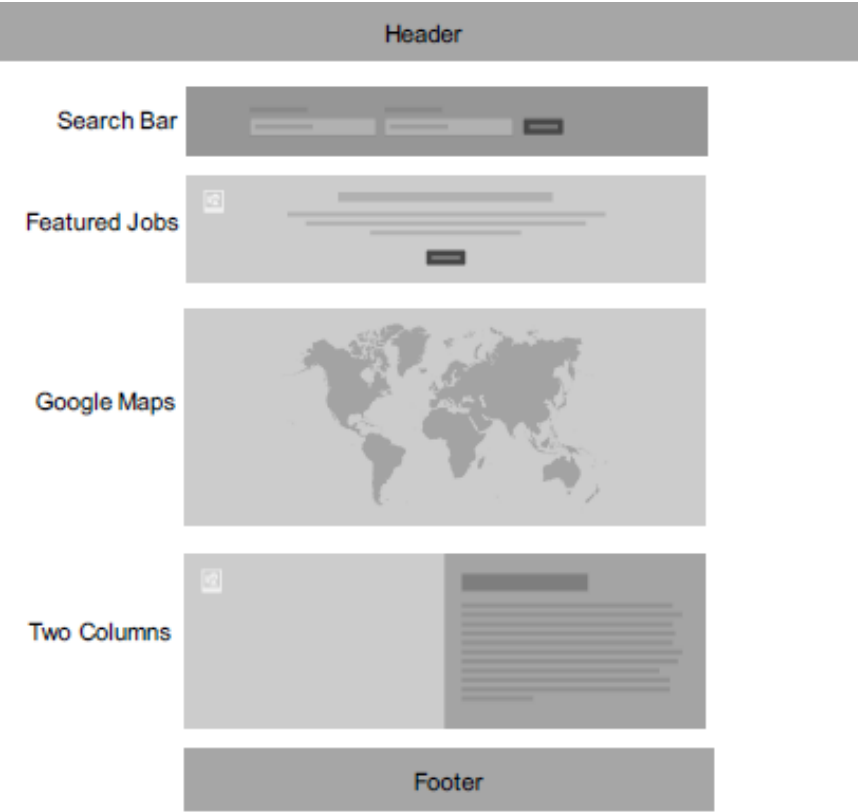


Site Kit: White Space

Live site inspiration



Basic wireframe



FAQs - Implementation

What aspects of the site can be edited with Career Site Builder?

- Elements of the components can be customized

- Components can be arranged in any order

The diagram illustrates the customization capabilities of the Career Site Builder for the Best Run website. It features a central screenshot of the website with several callout boxes and arrows pointing to specific elements:

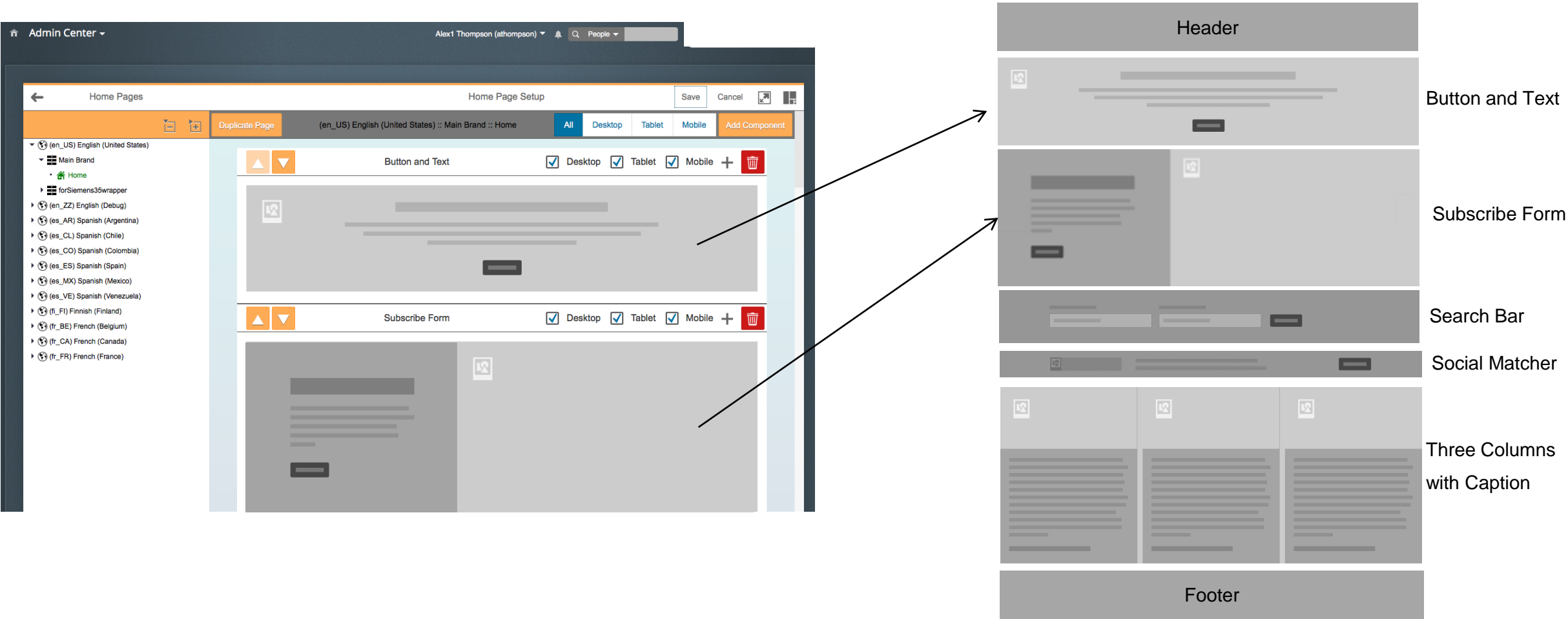
- Customize Logo and Menu:** Points to the Best Run logo and navigation links (Featured Jobs, Locations, Not finding a job?) in the header.
- Customize Background Image:** Points to the main background image of a woman sitting in a chair.
- Customize Text and Colors:** Points to the 'Join Our Talent Community' text and the 'Sign Up Now' button.
- Customize Labels and Colors:** Points to the search bars labeled 'Search by Keyword' and 'Search by Location'.
- Customize Image and Text:** Points to the 'Careers at Best Run' section, which includes an image of three people in a meeting and a text block.
- Header Component:** Points to the top navigation bar.
- Image and TC Join Component:** Points to the 'Join Our Talent Community' section.
- Search Component:** Points to the search bars.
- Image and Text Component:** Points to the 'Careers at Best Run' section.

FAQs - What's the difference?

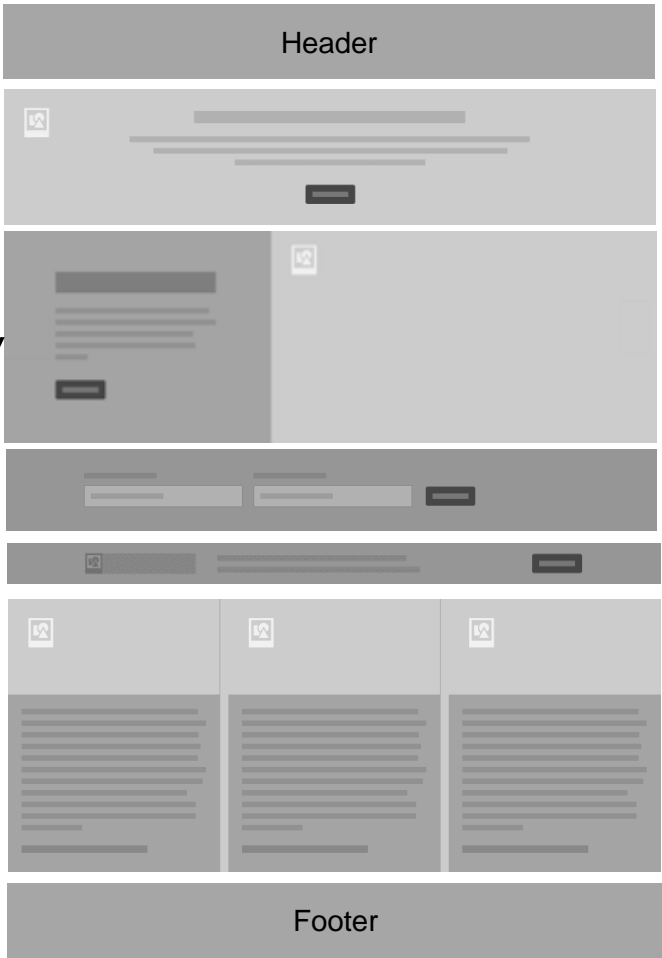
	Career Site Builder	Professional Services Managed (Existing Site Build Process)
RCM/RMK Candidate Integrations	X	X
Marketing Central	X	X
Real-Time Job Sync	X	X
Pixel Perfect Copy of Corporate Branding		X
Self-Serve Page Creation	X	
Custom Translation Management	X	
Content Delivery Network	X	
Branded Homepage Management	X	
Component Management	X	
Self-Serve Component Activation	X	
Engineering Managed Tech Upgrades	X	
Real-Time Content Changes	X	
Pre-defined Career Site Kits	X	

Site Configurations

- Components can be configured in the admin and will be updated on the front-end site.



The screenshot shows the SAP Admin Center 'Home Page Setup' interface. On the left is a sidebar with a tree view of site configurations for various languages and regions, including English (United States), Spanish (Argentina, Chile, Colombia, Spain, Mexico, Venezuela), Finnish (Finland), and French (Belgium, Canada, France). The main area displays a 'Home Page Setup' for '(en_US) English (United States) :: Main Brand :: Home'. It features a top bar with 'Duplicate Page', 'All', 'Desktop', 'Tablet', 'Mobile', and 'Add Component' buttons. Below this, two components are visible: 'Button and Text' and 'Subscribe Form'. Each component has a preview area and a toolbar with 'Desktop', 'Tablet', and 'Mobile' checkboxes. Arrows point from these components to a detailed layout diagram on the right.



The diagram illustrates a multi-section web page layout. From top to bottom, the sections are: a 'Header' bar; a 'Button and Text' section; a 'Subscribe Form' section; a 'Search Bar' section; a 'Social Matcher' section; a 'Three Columns with Caption' section; and a 'Footer' bar. Each section contains placeholder icons and text blocks. Arrows from the Admin Center interface point to the 'Button and Text' and 'Subscribe Form' sections of this diagram.

Header

Button and Text

Subscribe Form

Search Bar

Social Matcher

Three Columns with Caption

Footer

Site Configurations – Home Page / Content Page

Header

Search Bar

Featured Jobs

Google Maps

Two Columns

Footer

Header

Search Bar

Image Carousel

Featured Jobs

Social Matcher

Three Columns with Caption

Search Bar

Footer

Supported Components

Component name: Button and Text

Desktop



Mobile



Tablet



Supported Components

Component name: Featured Jobs

Desktop



Mobile



Tablet



Supported Components

Component name: Image Carousel

Desktop



Mobile



Tablet



Supported Components

Component name: Search Bar

Desktop



Mobile



Tablet



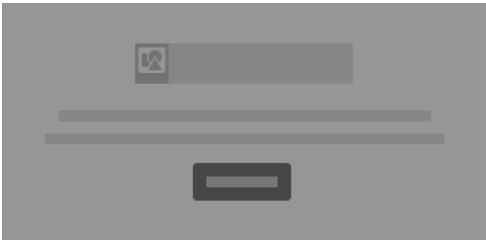
Supported Components

Component name: Social Matcher

Desktop



Mobile



Tablet



Supported Components

Component name: Subscribe

Desktop



Mobile



Tablet



Supported Components

Component name: Three Column Images with Caption

Desktop



Mobile



Tablet



Supported Components

Component name: Two Columns

Desktop



Mobile



Tablet



Supported Components

Component name: Google Maps

Desktop



Mobile



Tablet



Build Process – Custom

What is the build process for Career Site Builder?

- Build process can be summarized into 6 steps – outlined below.

1. Define Basic Layout and Branding

- All site elements are pre-defined by CSB
- Select structure of site – layout and spacing
- Select type of header
- Select type of footer
- Select font family

2. Select Site Components

- Choose from defined list of responsive components.
- Define a different list of components for each device type.

3. Select Colors

- Elements across the site can be customized with client specific colors.
- Background images, buttons, header, and footers can all have custom colors applied.

4. Upload Images

- Custom client images can be uploaded in the CSB UI. All managed by one central image area.
- Images will be hosted on Akamai's Content Delivery Network (CDN). Enables fast delivery of images from anywhere around the globe.

5. Create Pages

- Homepages and content pages can be created and for each client brand and locale.
- Each page can have its own set of components, images, and colors. No limit to the configuration of components on each page.

6. Site Design Review

- Once all site elements have been configured the client will be able to review.
- Changing images, colors, components can be done quickly in the CSB admin.



Advanced Analytics

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Advanced Analytics Overview

- SAP SuccessFactors Recruiting Marketing Advanced Analytics integrates source data from Recruiting Marketing (RMK) with applicant status data from Recruiting Management (RCM).
- Advanced Analytics tracks the recruiting process from beginning to end, starting with each candidate's visit through the ultimate hire.
- It allows customers to evaluate trends in source performance over time by providing a prebuilt and predefined strategic reporting interface.
- RMK Advanced Analytics provides customers insight into which sources are most effective and produce the best candidates, which allows them to adjust their media spending accordingly.
- In addition to source optimization, RMK Advanced Analytics also provides insights related to candidate behaviors, job distribution, campaigns, mobile traffic and other areas.

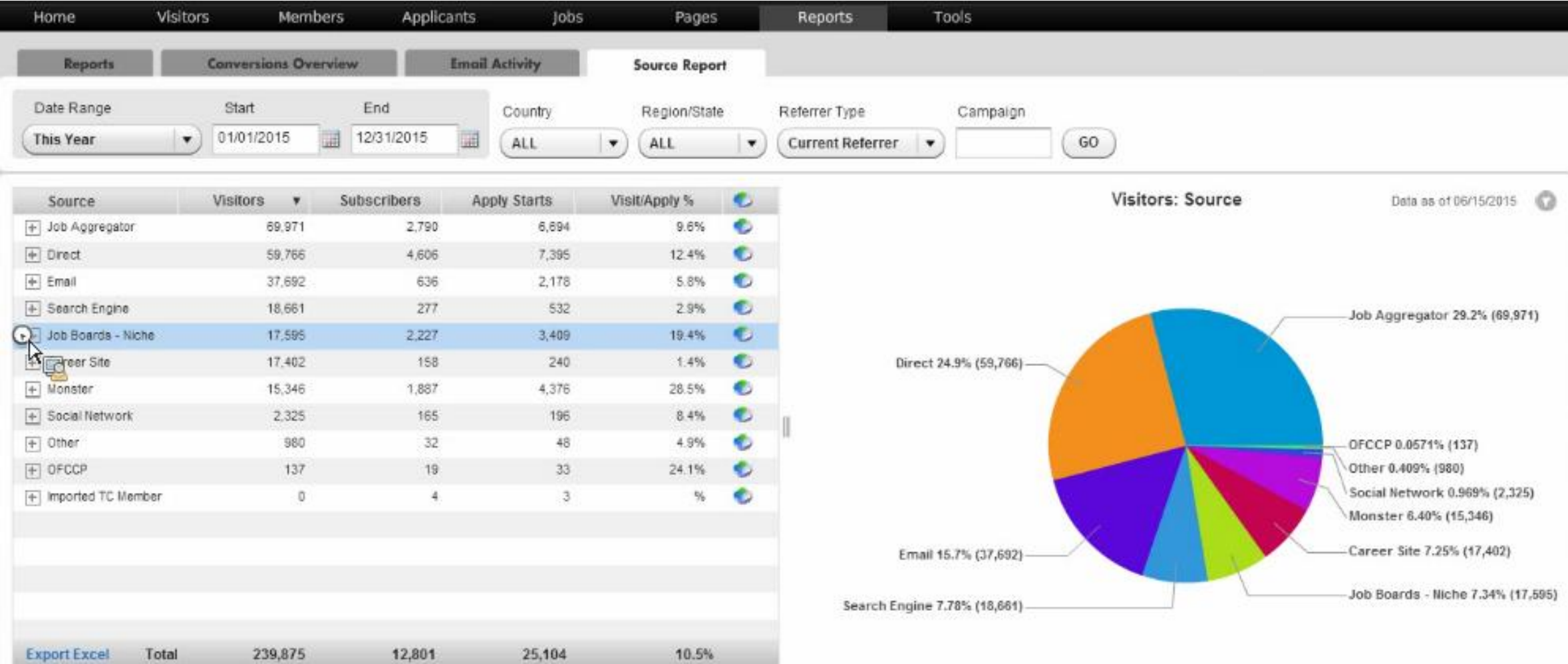
Advanced Analytics Notes

- RMK Advanced Analytics is only implemented in production. There are no testing or preview environments, and all changes will be live immediately.
- Job data configuration has a large impact on how data appears in RMK Advanced Analytics. Follow the best practices for mapping data between Recruiting Marketing and Recruiting Management.
- Only the Recruiting Marketing Media Team can import source and cost data to RMK Advanced Analytics, and only by customer request.
- RMK Advanced Analytics is an English-only program and is not available for localization. Data pulled over that is not in English can only be mapped in English.

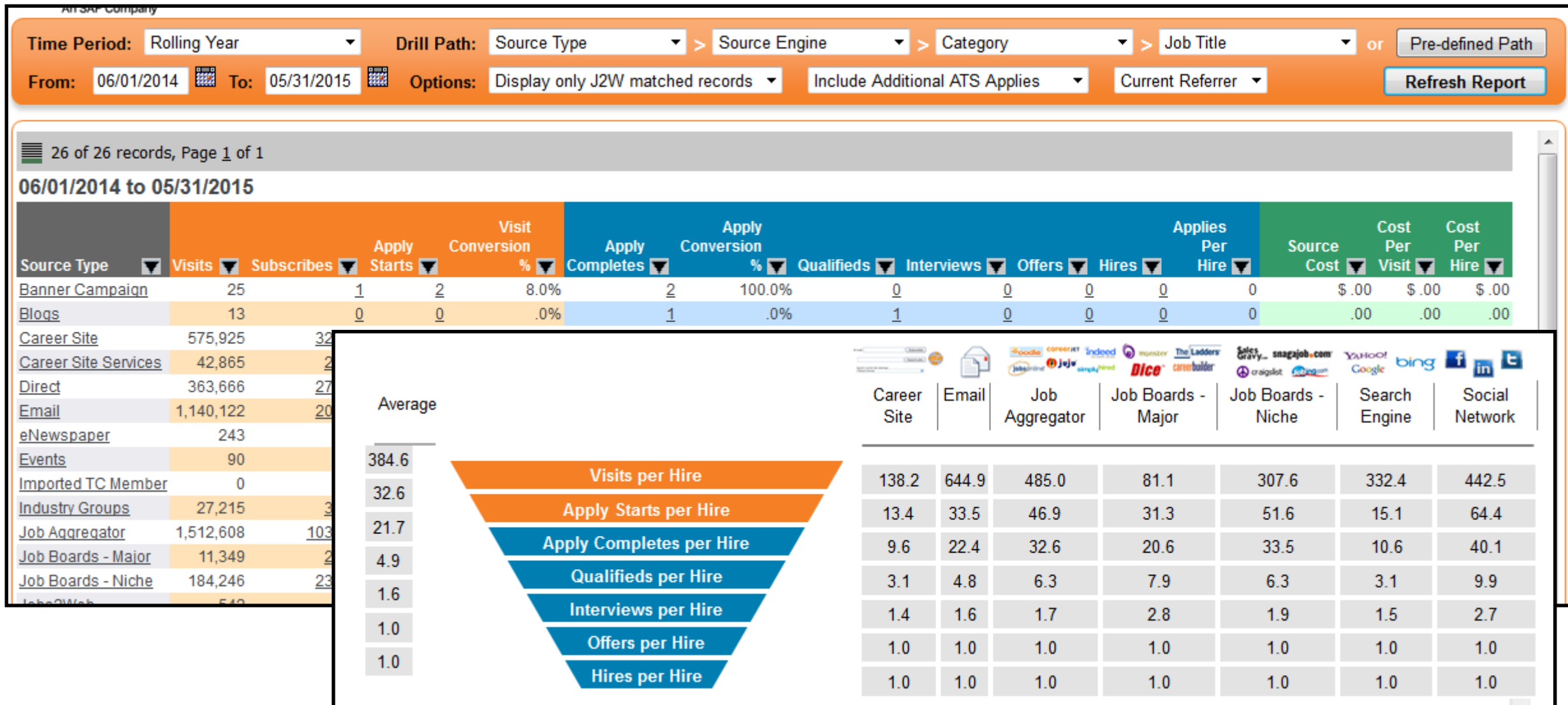
Dashboard Reporting vs. Advanced Analytics

- Information that is available through Dashboard is pre-apply: Visitors, Members and Application Starts.
- After the integration of the ATS data, customers have access to a “conversion funnel” that provides them with full line-of-sight visibility from source to hire.
- Within Advanced Analytics the ATS data will be mapped to following categories:
 - Apply Completed
 - Qualified
 - Interviewed
 - Offer Made
 - Hired

Sources captured in Recruiting Dashboard™



Full view of Visitor to Apply captured in Advanced Analytics



Navigate in Advanced Analytics

1. Summarize Tab

- Allows to drill into detailed data at the candidate, job and recruiting status level, as well as the last load of the data from ATS

2. Visualize Tab

- Provides 6 configurable overview graphs with trend and summary views of sourcing results

3. Ask Tab

- Presents reports in response to key sourcing questions (e.g. What is my sourcing mix? What is my time to fill?)

4. Browse Tab

- Provides summary and detailed full line-of-sight results, connecting RMK data with candidate outcomes in ATS and associates cost.

5. Run Tab

- Provides access to a menu of supplemental reports (e.g. Drop Off Detail Report)

6. Resources and Report Brief

- Definitions for key terms and report briefs



Summarize Tab - 1

- The Applicant Tracking System section focuses on the ATS data and the way it is joined with RMK data.
- It shows detailed ATS data, along with whether the data was loaded to Advanced Analytics and whether it joins with the RMK data.
- Provides information about the RMK Sources of the applicants



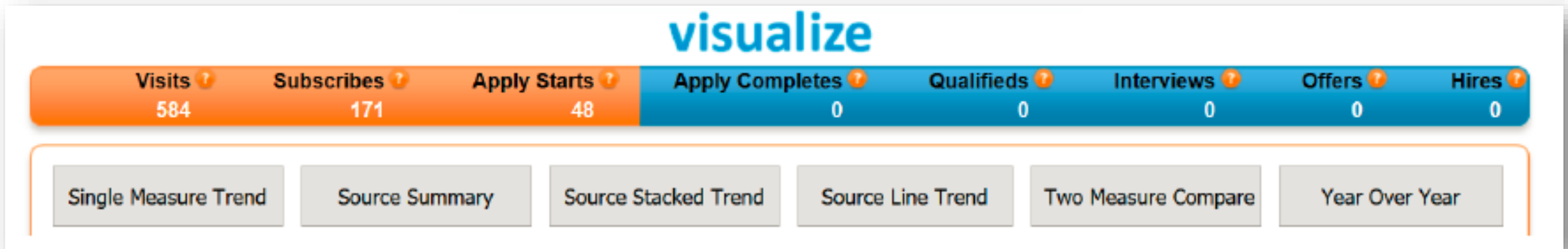
Summarize Tab - 2

- The Talent Community section provides a quick snapshot of activity related to your TC members, such as the total number of members, the percentage increase and the trend over time.
- You can also search for members and their status.
- The Hires by Source graph displays the hires from each source that was received at least one hire from in the recently loaded month.



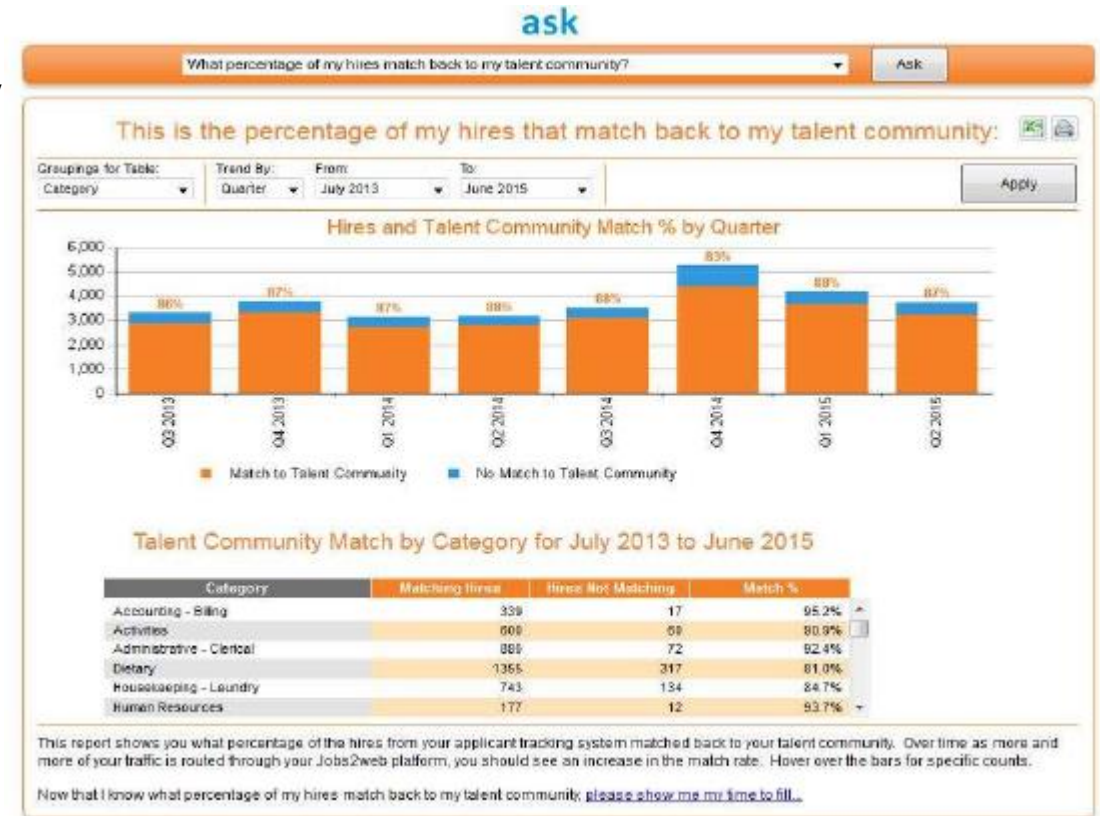
Visualize Tab

- The Visualize tab provides six configurable overview graphs. These graphs provide trend and summary views of sourcing results.
- Only hires that match back to the Talent Community are represented on the Visualize tab.
- Graphs can be exported for use of presentations and supporting data can be exported to Excel for analysis.
- Information from RMK (pre-apply) is shown in orange, while information from the ATS (apply through hire) is in blue.



Ask Tab

- The Ask tab presents reports in response to key sourcing questions such as “What is my sourcing mix?”, “What is my time to fill?”
- Example: One of the big advantages of RMK is the ability to track where candidates are coming from. But sometimes candidates can access the ATS and apply for a position without going through the RMK Career Site -> data cannot be captured -> Ask report: What percentage of my hires match back to my talent community?



Browse Tab - 1

- The Browse tab provides summary and detail full line-of-sight results, connecting RMK data with candidate outcomes in RCM.
- Results can be organized by a variety of dimensions, including source, campaign, job groupings, time and geography.
- The report is presented in three sections to emphasize the different source of the data. Data from the RMK platform is presented in Orange, from the ATS in Blue and source cost information in Green.

Browse Tab - 2

1. Drill Path

- Adjust how to drill down the data or select from predefined paths.

2. Additional Options

- Display only RMK matched records or Display all ATS data
- Include Additional ATS Applies or Only Show RMK Initiated Applies
- Current Referrer or Original Referrer (first joined the TC)

3. RMK data

4. ATS data

5. Cost data

browse

Time Period: Rolling Year Drill Path: Source Type Source Engine Category Job Title Pre-defined Path

From: 07/01/2014 To: 06/30/2015 Options: Display only J2W matched record Include Additional ATS Applies Current Refers Refresh Report

25 of 25 records Page 1 of 1
07/01/2014 to 06/30/2015

Source Type	Visits	Subscribers	Apply Leads	Visit Conversion %	Apply Completed	Apply Conversion %	Qualified	Interviews	Offers	Hires	Applica Per Hire	Source Cost	Cost Per Visit	Cost per Hire
Banner Campaign	25	1	2	8.0%	2	100.0%	0	0	0	0	0	\$.00	\$.00	\$.00
Blog	13	0	0	0%	1	0%	1	0	0	0	0	\$.00	\$.00	\$.00
Career Site	140,702	28,000	63,012	9.0%	20,014	73.0%	12,315	5,881	5,141	5,141	9	\$.00	\$.00	\$.00
Career Site Version	39,488	7,891	5,108	13.1%	4,258	83.0%	1,288	611	865	865	9	\$.00	\$.00	\$.00
Direct	378,771	29,305	58,371	13.3%	31,697	82.9%	8,244	2,853	1,704	1,704	19	\$.00	\$.00	\$.00
Email	1,126,153	19,072	52,013	5.1%	20,740	87.0%	8,699	2,272	1,764	1,764	22	\$.00	\$.00	\$.00
LinkedIn	249	49	99	24.1%	32	85.0%	11	2	1	1	33	\$ 485.88	\$ 21.71	\$ 540
Mobile	90	1	0	0%	0	0%	0	0	0	0	0	\$.00	\$.00	\$.00
Powered TC Member	8	262	62	6%	65	262.4%	65	35	11	11	8	\$.00	\$.00	\$.00
Industry Groups	26,115	1,059	4,291	16.3%	2,841	69.2%	534	152	60	60	45	\$3,965.59	\$ 2.45	\$ 90
Job Advisor	1,482,232	100,730	142,202	9.7%	100,962	86.5%	18,321	5,380	2,118	2,118	52	\$9,830.42	\$ 0.3	\$ 1
Job Boards - Blog	16,345	2,582	4,206	26.6%	2,792	66.0%	1,001	288	140	140	19	\$88,730.21	\$ 20.38	\$ 1,97
Job Boards - Hubs	178,800	22,575	38,055	17.1%	19,610	55.3%	3,021	1,180	520	520	31	\$17,038.11	\$ 7	\$ 18
Job Sites	688	29	61	8.9%	22	36.4%	2	1	1	1	38	\$.00	\$.00	\$.00
Partner	33,784	2,302	2,125	9.3%	2,079	96.3%	612	163	73	73	24	\$5,314.42	\$ 1.05	\$ 40
QEDSP	460	10	49	12.6%	24	28.4%	8	2	0	0	0	\$.00	\$.00	\$.00
Online Messaging	13	0	0	0%	0	0%	0	0	0	0	0	\$.00	\$.00	\$.00
Other	12,378	240	831	6.7%	551	65.9%	241	81	52	52	9	\$.00	\$.00	\$.00
Ref. Per. Club	1,448,177	71,149	87,802	6.1%	87,708	99.2%	12,081	8,820	1,708	1,708	34	\$ 1,737,834.09	\$ 1.18	\$ 80
Ref	44	0	0	0%	0	0%	0	0	0	0	0	\$.00	\$.00	\$.00
Ref Codes	338	1	2	5%	2	100.0%	2	0	0	0	0	\$.00	\$.00	\$.00
Ref	782	73	105	13.6%	57	52.0%	28	8	2	2	29	\$.00	\$.00	\$.00
Search Engine	149,785	1,342	8,095	4.6%	4,092	76.0%	1,528	711	470	470	19	\$.00	\$.00	\$.00
Social Network	8,288	382	1,288	15.6%	780	61.4%	108	48	18	18	48	\$.00	\$.00	\$.00
Southern	174	1	12	7.0%	0	0.0%	0	2	1	1	0	\$.00	\$.00	\$.00

Export Entire Drill Path

Run Tab

- The Run tab provides access to a menu of supplemental reports.
- User chooses a report from the drop down menu, clicks “Run” and the report loads into the frame below.
- Some reports have additional menu pages with instructions that load prior to the results.
- Report Examples:
 - Executive Summary: consolidates data from 4 different reports.
 - Candidate Drop Off: lists all candidates who have begun an application and not completed it (warm leads).
 - Quarterly Trend Report: quarter-over-quarter, how are things going? E.g. if a customer recently created more pages or added a backlink, what impact did that have?
 - Detail Query Tool
 - Talent Community Aging Report

Run Tab – Candidate Drop Off

run

Drop Off Detail Report

Run

Candidate Drop Off Report

Please select the method of Job Level detail you wish to utilize by clicking on the applicable button to the right:

Campaign Search

Req ID Search

Keyword Search

Dept to Job Name Drop Down Selection

1) Type in a single keyword (ex: if you want to see all jobs that contain the word "Nurse" and "Nursing", use keyword "nurs")

recruiter

2) Select your desired output type and click the "Run" button

Active Report

Run

Candidate Drop Off Report for: Job Title Contains recruiter

Job / Posting / Req ID	Job Title	Last Name	First Name	Email	Interest Level	Max Status Reached
634698-4485	Regional Recruiter-Home Health Care & Hospice Serv	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	[2w Apply Start]
993460-000	Divisional Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Passive	[2w Apply Start]
644127-000	Management Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	[2w Apply Start]
485968-4485	Riverside Home Health Recruiter-Nurses and Therapists-PT/OT/SLP Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Qualified
10062-979-566	Nurse Recruiter	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Not Qualified
450127-000	Management Recruiter- Part-Time Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Not Qualified
820084-000	Management Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Not Qualified
684709-000	Management Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Not Qualified
849698-000	Regional Recruiter-Heartland Home Healthcare & Hospice Services Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Actively Looking	N/A
1051876-000	Management Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Actively Looking	N/A
1018577-000	Management Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	N/A
697074-000	Sourcing Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Actively Looking	Hired
419397-000	Management Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Hired
10062-1001-616	Nurse Recruiter	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Apply Completed
485967-4485	Regional Recruiter-Nurses and Physical Therapists Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Available Immediately	Apply Completed
539226-339	Regional Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Actively Looking	Apply Completed
539335-339	Regional Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Actively Looking	Apply Completed
519972-000	Recruiter Job	[Hidden in Demo]	[Hidden in Demo]	[Hidden in Demo]	Starting to Look	Apply Completed

Thank you

SAP SuccessFactors 



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