

# Recruiting Marketing Career Site Builder Implementation

Andrea Wiesenberger, SAP / February 7<sup>th</sup>, 2019

SAP SuccessFactors 





# Career Site Builder Overview

SAP SuccessFactors 





# Overview - What is Career Site Builder?

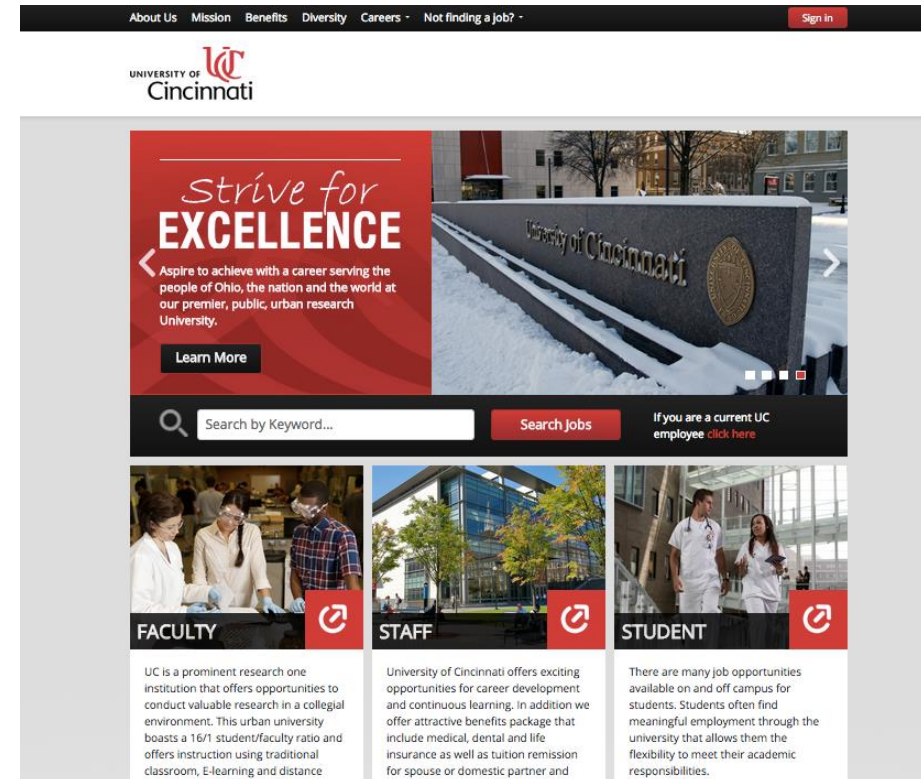
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- Career Site Builder allows Recruiting Marketing sites to be built and updated by non-technical users.
- SAP Professional Services and Global Implementation Partners do not need technical web development resources to build and launch Recruiting Marketing 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

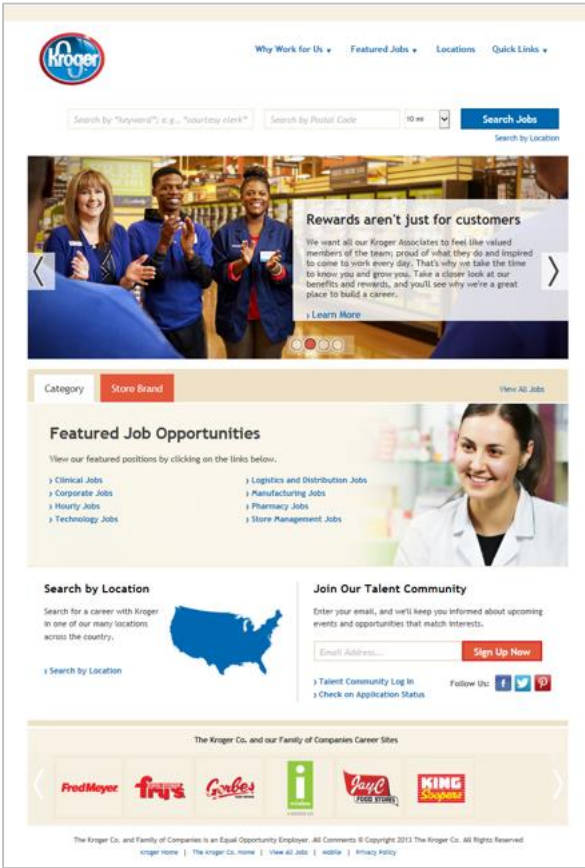


Basic wireframe

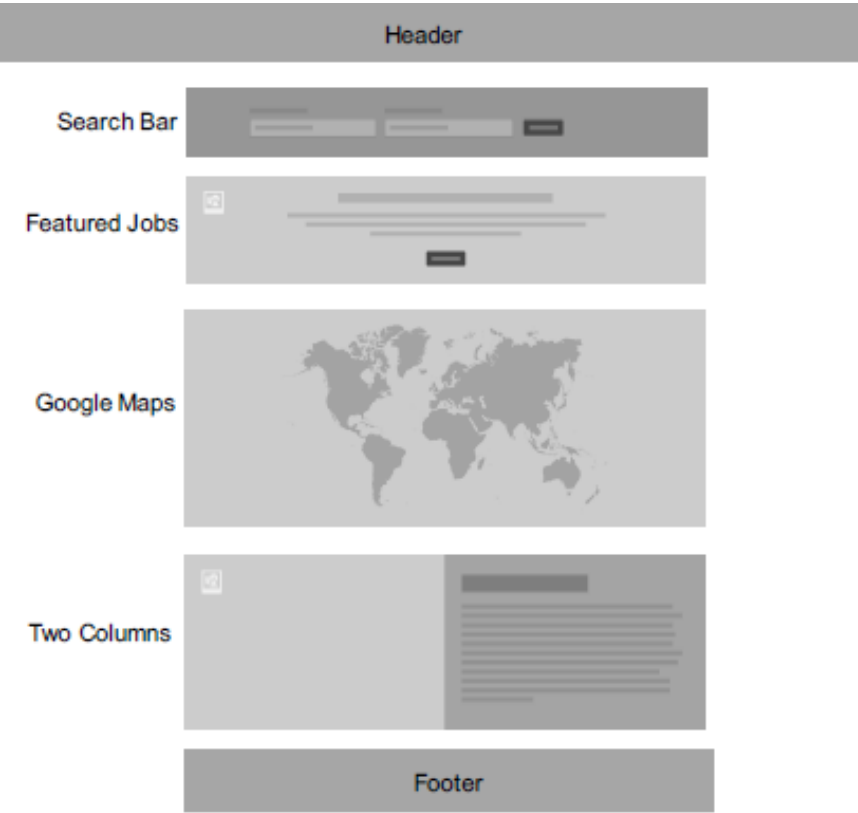


# Site Kit: White Space

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

Customize Logo and Menu

Customize Background Image

Customize Text and Colors

Customize Labels and Colors

Customize Image and Text

Header Component

Image and TC Join Component

Search Component

Image and Text Component



# FAQs - What's the difference?

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

# Site Configurations

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

Admin Center

Alex1 Thompson (athompson)

People

Home Pages

Home Page Setup

Save

Cancel

Duplicate Page

(en\_US) English (United States) :: Main Brand :: Home

All

Desktop

Tablet

Mobile

Add Component

(en\_US) English (United States)

Main Brand

Home

forSiemens35wrapper

(en\_ZZ) English (Debug)

(es\_AR) Spanish (Argentina)

(es\_CL) Spanish (Chile)

(es\_CO) Spanish (Colombia)

(es\_ES) Spanish (Spain)

(es\_MX) Spanish (Mexico)

(es\_VE) Spanish (Venezuela)

(fi\_FI) Finnish (Finland)

(fr\_BE) French (Belgium)

(fr\_CA) French (Canada)

(fr\_FR) French (France)

Button and Text

Desktop

Tablet

Mobile

+

🗑️

Subscribe Form

Desktop

Tablet

Mobile

+

🗑️

Header

Button and Text

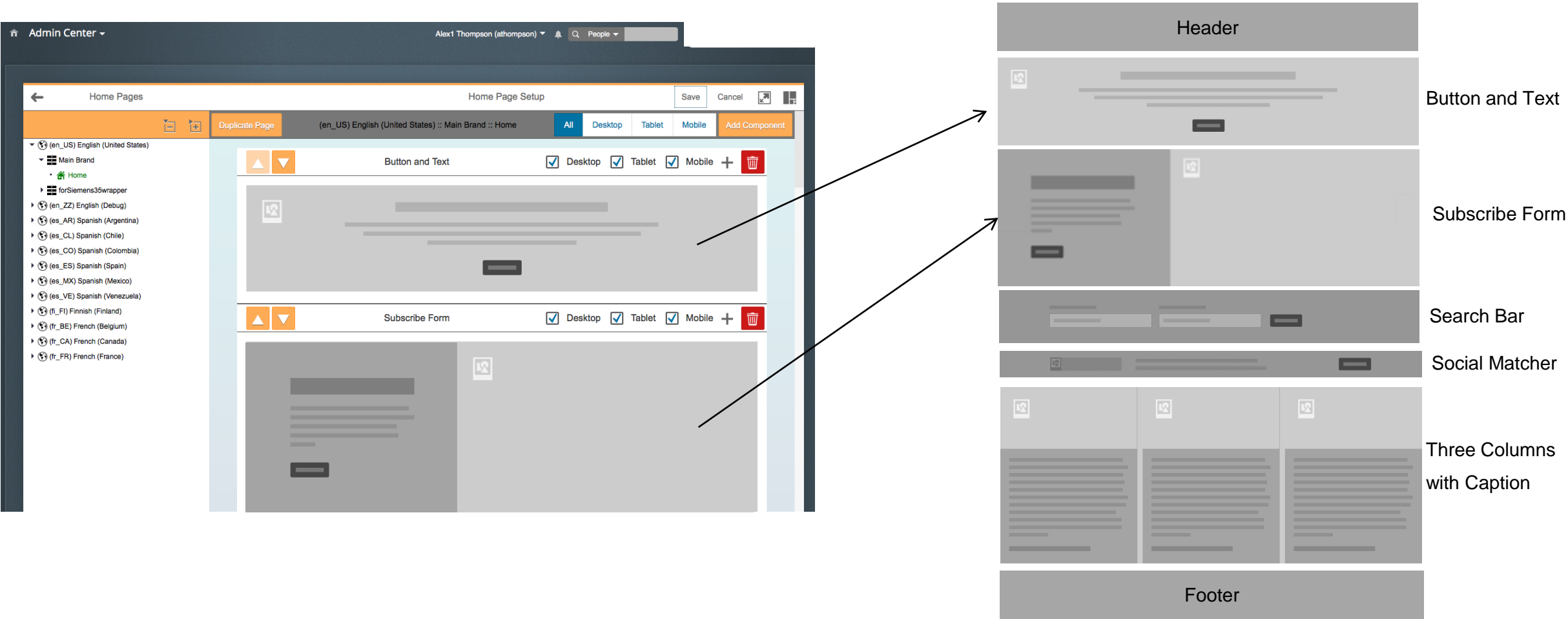
Subscribe Form

Search Bar

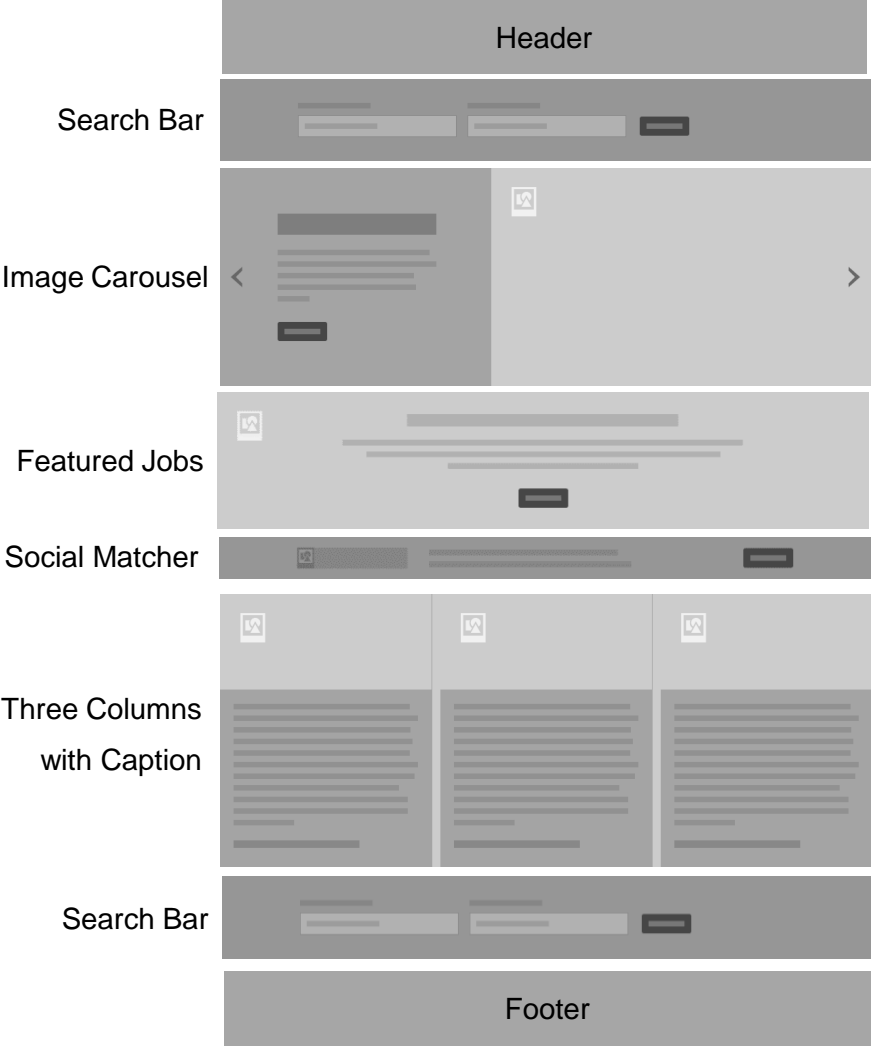
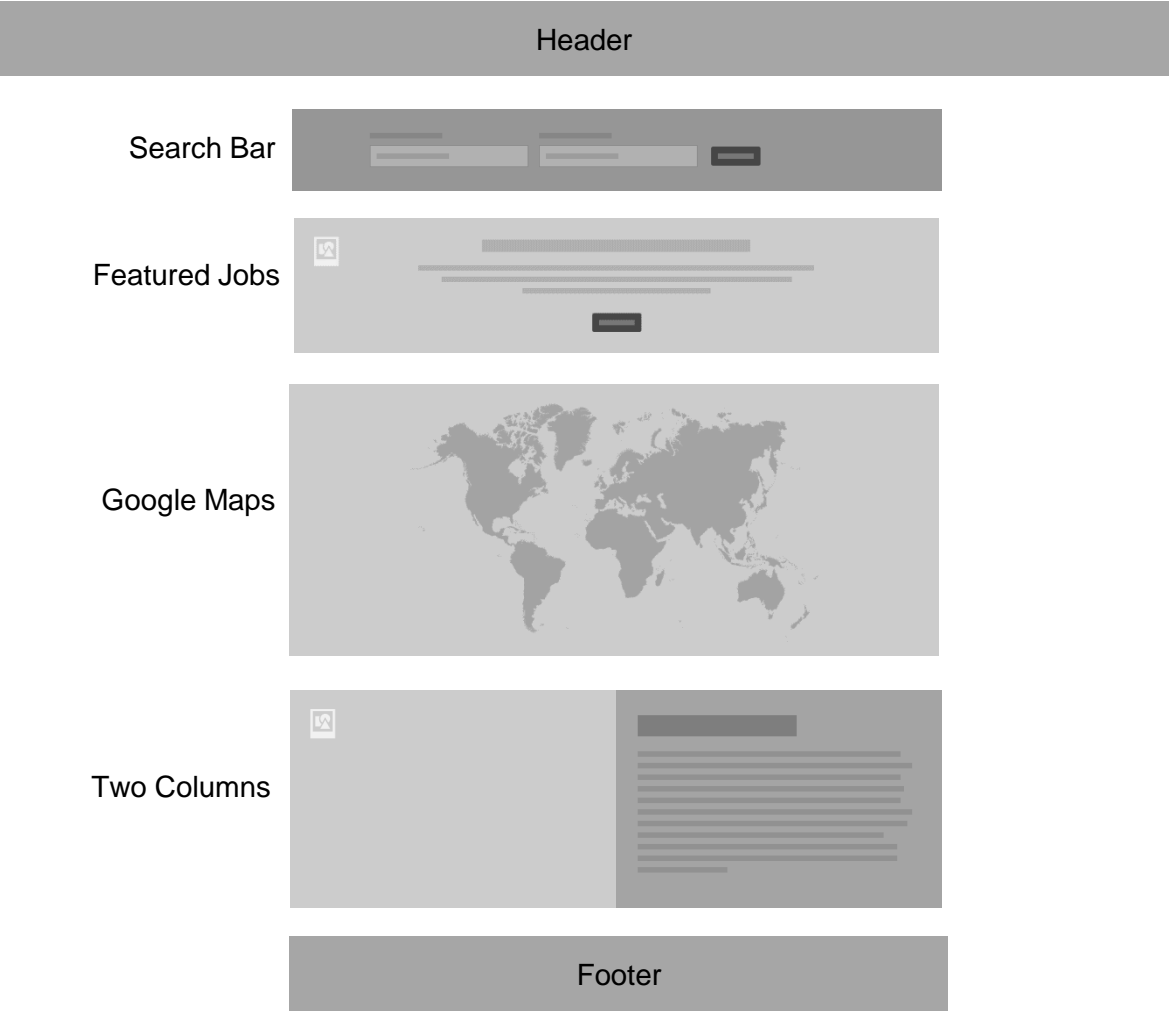
Social Matcher

Three Columns with Caption

Footer



# Site Configurations – Home Page / Content Page





# Supported Components

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## 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

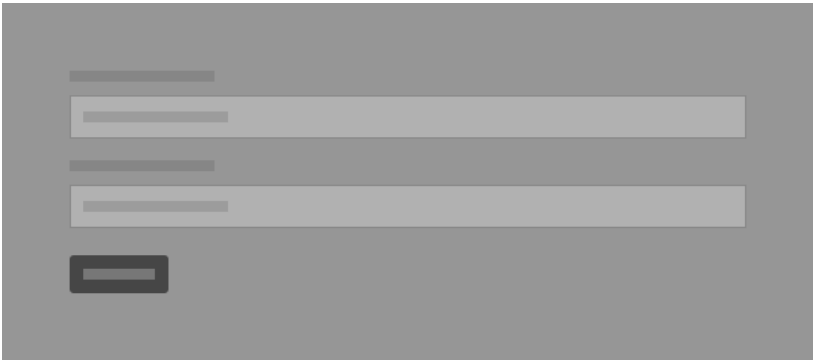
Desktop



Mobile



Tablet



# Supported Components

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**Component name:** Social Matcher

Desktop



Mobile



Tablet



# Supported Components

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## 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

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## Component name: Google Maps

Desktop



Mobile



Tablet





# Candidate Relationship Management

SAP SuccessFactors 

# SAP SuccessFactors Candidate Relationship Management

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- With Candidate Relationship Management (CRM) features, SAP SuccessFactors Recruiting evolves from an Application Tracking System into a full-cycle Candidate Engagement System, providing a seamless workflow for candidates, from applying through onboarding.
- With CRM, staffing organizations can:
  - Create and manage Talent Pools to organize and manage critical talent needs.
  - Create and send targeted Email Campaigns.
  - Develop dynamic Data Capture Forms to capture new leads. These forms are added to custom Landing Pages created for specific audiences.
  - Use the expanded Candidate Profile to manage correspondence with the candidate and their Talent Pool membership.
  - Search across the entire candidate and employee database.
- Customers run CRM programs to nurture, attract, and hire top talent.
- Rather than sourcing from scratch for each job, recruiters will have the data to nurture passive candidates, which can reduce the cost per hire and time to fill.
- CRM is built into SAP SuccessFactors Recruiting, and is included at no additional cost.
- CRM is completely self



# Prerequisites for CRM

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To take advantage of the CRM functionality, customers must be running:

- An SAP SuccessFactors HCM system that has Recruiting Management integrated with Recruiting Marketing.
- Career Site Builder configured with Candidate Account Simplification.
- Customers using DPCS functionality must have a valid country value in the Country field of the user data file (UDF) for Candidate Relationship Management users.

# Talent Pool Examples

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Customers run recruiting campaigns to attract candidates for a variety of positions. They can then search on the leads they've generated, and add the appropriate candidates to Talent Pools such as:

- Sales-Chicago
- Career Fair-Baltimore
- Retail-Dallas
- Engineering-USC
- Java Developers
- Golden Alumni
- Qualified Candidates-San Francisco (almost hired)

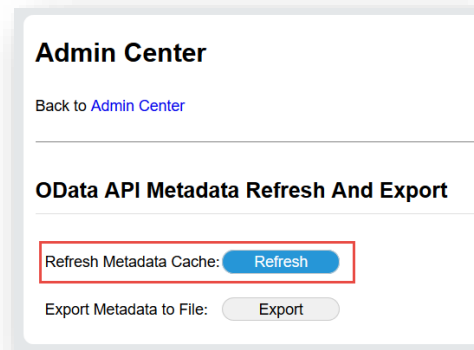
# Introduction to the Metadata Framework

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- Metadata Framework (MDF) is used for several CRM features, including:
  - Marketing Brands
  - Email Templates
  - Email Campaigns
  - Talent Pools, including Talent Pool Status Sets
- MDF is SAP SuccessFactors' robust extensibility framework that enables customers to extend HR cloud functionality to create company-specific objects that support their unique business processes, without the need to code.
- Some of these database objects, such as Marketing Brands, can be leveraged for use in other SAP SuccessFactors HCM modules, so they do not need to be duplicated and the field values stay in sync. This is sometimes referred to as “Master Data.”
- With MDF, you can create and manage database object definitions, object relationships, and object hierarchy. The object is like a container that contains a list of fields. The fields are the attributes. Up to 200 custom fields are supported.
- MDF replaces XML-based configuration that can only be viewed and edited by those with Provisioning Access. All of the tools used to manage MDF Objects are within Admin Center.

# More on MDF

- MDF integrates with role-based permissions (RBP) so that companies can manage who has access to and track who has modified objects that are created in the Metadata Framework. Customers can run reports on objects created in the Metadata Framework.
- MDF is tightly integrated with workflow, rules engine, and reporting.
- Customers are able to import/export data from third party systems. Company-specific objects created with MDF come with out-of-the-box support for OData REST APIs so that customers can quickly create new UIs or integrate them into their existing UIs.
- When you add a field that may be needed as part of an integration (as evidenced by values not displaying where expected), run OData Refresh from Admin Center.



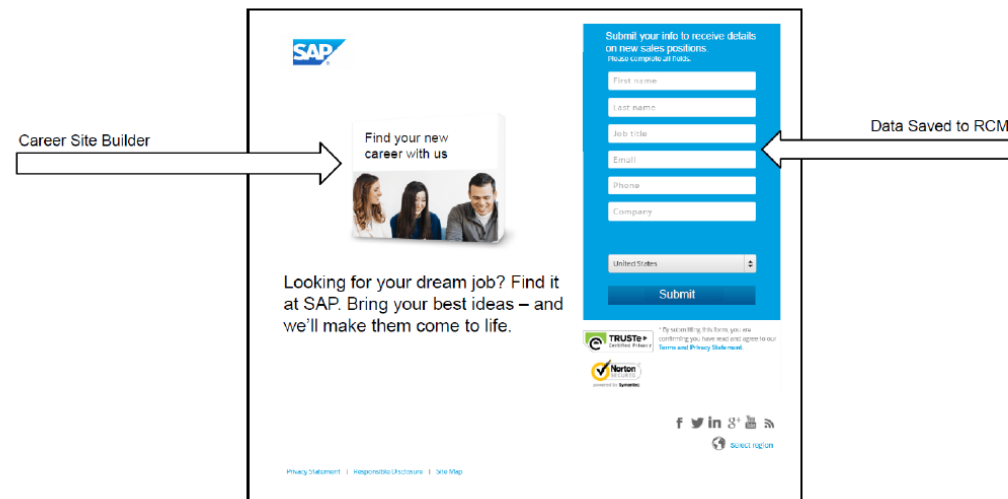
# MDF in Recruiting

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- You may already be familiar with the use of Foundation Objects (FOs) and Generic Objects (GOs) in Recruiting Management. GOs are recommended for Division and Department fields, and the Location FO is recommended to replace the City, State, Country, and Postal Code fields.
- Business Rules in Recruiting are built using Foundation Objects and Generic Objects.
- FO/GOs are recommended for new implementations.
- Currently, FO/GO field types are supported on the Job Requisition and Offer Approval.
- The FO/GO field types can be maintained using Manage Templates.
- The standard FO/GOs can be used as filter fields.
- Field values are available as tokens to be used in offer letters and emails.
- Fields are reportable in Ad Hoc reporting.
- FO/GOs used in Recruiting can be used to send data to Employee Central and Onboarding.
- Versioning, effective dating, and the ability to import and export FO/GO data are all supported.
- FO/GO field types are currently not supported for Mobile applications, microsites, candidate or application objects.

# Intro to Data Capture Forms

- Forms are added to Landing Pages to capture new leads (candidate information).
- After the form has been submitted, the data is saved to the candidate's profile in RCM. If a profile does not yet exist, one will be created. If the candidate later applies for a job, their basic information will already exist.
- Recruiters can add candidates who complete these forms to Talent Pools, in order to communicate with them.





# Fields on Data Capture Forms

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- Standard fields that can be added to Data Capture Forms:
  - First Name
  - Last Name
  - Primary Email
  - Primary Phone (Mobile phone)
  - Alternate Phone (Home phone)
  - Country (Data Privacy required)
- If any of the other fields listed in this table are desired on the form, ensure that the field is first added to the Candidate Profile xml template, using the data type shown. Run the OData API Metadata Refresh after importing the updated CPT template, as directed earlier.
- Using the Candidate Profile Extension, additional fields can be created to be added to Data Capture Forms. See the next section of this course.

# Candidate Profile Extension

- Using the Candidate Profile Extension, additional fields can be created to be added to Data Capture Forms.
  - For example, recruiters may want to gather information from a landing page such as “What is your major?” or “How many years of retail experience do you have?”
  - Remember that many of the standard Candidate Profile Fields can be added to the CPT xml template. See the previous section for the list.
- Supported field types:
  - Text (String)
  - Boolean
  - MDF Picklist (Picklist V2)
  - Int64 (Number)
  - Decimal
- Fields taken from the Candidate Profile extension that have been marked as required will appear as required on data capture forms. You cannot change these to non-required fields on the form.
- Role Based Permissions do not apply to this object; all recruiting users are able to see the fields.
- Candidate Profile Extension is so far visible for Recruiting users and not yet visible to Candidates on their Profile. Please do NOT store any recruiter-only data in Candidate Profile Extension, as this object will be candidate-facing in future releases.

The screenshot shows a configuration interface for a candidate profile extension. It displays two rows of field configurations. The first row shows a field named 'cust\_gradYear' with a value of '255' and a data type of 'String'. The second row shows a field named 'cust\_' with a value of 'Click or focus to edit' and a data type of 'String'. Both rows include a 'Details' link, a trash icon, and an up arrow icon.

Field Name	Value	Data Type	Details	Actions
cust_gradYear	255	String	<a href="#">Details</a>	
cust_	Click or focus to edit	String	<a href="#">Details</a>	

# Data Capture Forms on Landing Pages

- Landing pages are used in campaigns to capture specific traffic and organize potential candidates into talent pools.
- Examples: Engineering students, Salespeople in Chicago, Java Developers, Retail in Dallas, Qualified Candidates (for a particular role), Company alumni that they'd like to hire back.
- The Data Capture Form shown here was added as the second column on this Landing Page.
- The Candidate Profile Extension fields are shown in the red box.

## Welcome Engineering Students!

We are excited that you are investigating Engineering Careers at Best Run!  
Not graduating this year? No problem! We have internship programs in Engineering too.



### Please provide some basic information.

The data you provide will only be used to contact you about present or future opportunities. Your information will not be shared with any third parties.

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Primary Email *	<input type="text"/>
Primary Phone	<input type="text"/>
What year will you graduate?	<input type="text"/>
Area of concentration (Major)	<input type="text"/>
What school do you attend?	<input type="text"/>
<input type="submit" value="Submit"/>	

# Introduction to Talent Pools

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- Talent Pools are groups of contacts who may be suited to various job opportunities.
- Note that Recruiting talent pools are not the same as Succession Management talent pools.
- Customers will build talent pools across candidates and employees to organize and manage critical talent needs.
- Recruiters and Hiring Managers can search these Talent Pools as a more targeted method of candidate sourcing.
- Private, shared, or public talent pools can be created.
- Configure one or more Talent pipelines for the talent pools.
- Recruiters will create talent pools for prospective candidates from a career fair or online marketing or other recruiting campaigns.
- Talent Pools can be archived.
- Customers can send customized communication to candidate groups. For example, if a participating student indicates that they will be graduating this year, send them an invitation to apply to current open positions. If they will be returning to school next year, send them information about internships.
- Note that the basic functionality for Talent Pools is available without Candidate Relationship Management, but customers who do not enable CRM cannot take advantage of the advanced features, such as the ability to send email campaigns to Talent Pool members.

# Talent Pool Status Sets

- Before creating a talent pool, you must create a status set for the pool.
- Talent pool status sets are created from Admin Center > Manage Data.



<	0 All	0 No Contact	0 Contacted	0 Screened	0 Warm	0 Not Actively Seeking
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**Notes:**

- Talent pool status sets are a different entity from the candidate status set used in Recruiting Management.
- When mapping statuses to status sets, it is best to assign each status a two-digit decade number, such as 20, 30, or 40. This makes it easier to later add new statuses between the statuses in the original set.
- Once candidates have been added to a talent pool, you cannot change the status set of the talent pool, including deleting any status.

# Shared Talent Pools

Talent Pools can be:

- **Private**—Visible only to the user who created it. It is also possible to make a private talent pool public.
- **Public**—Visible to all users who have the Talent Pool permission.

To Share a Talent Pool:

- Edit the pool
- Click a “Shared with” option
- Search for the person’s name in the “Add More People...” box and click +Add

The screenshot shows the 'Privacy' and 'Sharing' settings for a Talent Pool. The 'Privacy' section has 'Private' selected. The 'Sharing' section shows 'People' and 'Groups' both set to 'Shared with 0 People' and 'Shared with 0 Groups'. A red arrow points from the 'Shared with' text in the list to the 'Shared with 0 People' link. Below this, a blue bar says 'Share with People'. A green notification bar states 'You have shared this talent pool with 1 more person.' Below that, a search box labeled 'Add More People...' is highlighted with a red box, and a blue '+ Add' button is also highlighted with a red box. At the bottom, a list shows 'Shared (1)' with a search box for 'Grace Griffin'. A red arrow points from the 'x' icon next to 'Grace Griffin' to the text 'To stop sharing the pool with this person'.

Privacy ⓘ

Private Public

Sharing ⓘ

People Shared with 0 People ⓘ

Groups Shared with 0 Groups ⓘ

Share with People

✓ You have shared this talent pool with 1 more person. x

Add More People... ⓘ

+ Add

Shared (1)

Search First Name Search Last Name Go

Grace Griffin x ⓘ

- Only the owner of the Pool can edit attributes of the Pool or share it with other users.
- Users who have been shared the Talent Pool can view the Pool and add members (candidates), but cannot edit.
- Note that all recruiters may not be able to view all candidates in a pool, depending upon the response the candidate provided regarding data privacy.
- If the owner of a Talent Pool leaves, the pool is assigned to an admin.

To stop sharing the pool with this person

# Intro to Email Campaigns

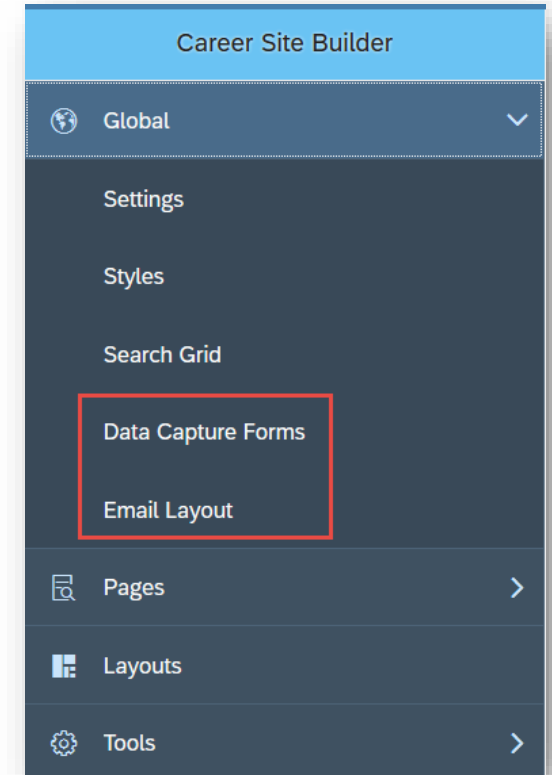
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- CRM Email Campaigns enable recruiters to send bulk email campaigns with high deliverability.
- Brand consistency is maintained through the use of email layouts and email campaign content templates.
- Email Layouts are created in Career Site Builder.
- Email Content Templates and Email Campaigns are created in RCM.
- Email recipients can be added from a Candidate Search, the Candidate Profile, or an entire Talent Pool can be added.
- Campaign emails are sent only to recipients who have opted in to receive marketing emails.
- With custom reply to addresses, recruiters can get candidate replies right in their inbox.
- Companies can track emails to understand campaign effectiveness to improve candidate marketing on an ongoing basis.
- Email Campaign information is reportable through Ad Hoc Reporting.



# Intro to Email Layout

- When you enable CRM in Command Center, the ability to configure Email Layouts and Data Capture Forms appears in CSB.
- Email Layouts manage the branding and layout of HTML or text emails, so non-technical users can create Email Campaigns, and the company can be assured that their branding guidelines are followed.
- The Email Layout feature is responsive, so ensure the layout that is created is responsive too.



# Email Layout Tips

- With the exception of the Configurable Text Area, all components for Email Layouts are configured within CSB.
- The components available for Email Layouts:
  - **Header**—Includes a logo to the left or right of text
  - **Configurable Text Area** —Customizable for each Email Campaign.
  - **Text**—Multiple Text components can be added.
  - **HTML**—Can be used like the Custom Plugin component on other pages: create two columns for the email, add images, etc.
  - **Footer**—Contains text.
- Email layouts cannot be deleted but can be deactivated.

In this mock-up, the area within the red box is a Configurable Text Area, where custom text is added for each



# Email Campaign Content Templates

- Email campaign content templates contain the text to be inserted into the branded emails sent to candidates via email campaigns.
- Permission to create content templates is typically restricted (not granted to all recruiters).
- The content can be edited before an email is sent.

Create Email Campaign Content Template

Create or edit your email campaign content template by using the form below.

To create an email template in multiple languages (or any language other than your default), use the **Locale** drop-down menu and complete all fields for the you do not create additional templates for different languages if the emails are used for the same purpose.

Locale <sup>?</sup> English US (English US) Status Enabled

\*Content Template Name  
Give your template a name...

Email Subject Line  
Enter a subject line...  
128 characters remaining Recommendation: 60 to 70 characters

Content (Email Body)

B I U T V Verdana 8pt A [Color] [Background Color] [List] [Link] [Image] [Table] [More]

Insert Recipient Field	
Search	
<input type="checkbox"/> Field Label	Field Key
<input type="checkbox"/> Recipient First Name	[[CANDIDATE_FIRST_NAME]]
<input type="checkbox"/> Recipient Last Name	[[CANDIDATE_LAST_NAME]]
<input type="checkbox"/> Recipient Email	[[CANDIDATE_EMAIL]]
<input type="checkbox"/> URL for Consent to Marketing Emails	[[EMAIL_CONSENT_OPT_IN_URL]]

Note: Currently, a separate Email Campaign must be created for each desired language. However, you create just *one* Email Content Template, and enter translations for it. In other words, create a Content Template in the default language, switch the Locale drop-down to the next language, and enter the translations.

# Fields to Create an Email Campaign

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Selected fields to populate for an email campaign:

- Email Campaign Code –Automatically generated from the Campaign Name. Must be URL-compliant and can be overwritten.
- From Display Name –How you would like the From information to be presented on the email.
- Reply-To Display Name –How you would like the Reply To information to be presented on the email.
- Reply-To Email Address –Actual email address that potential candidates reply to.
- To: Recipients can be added from a Candidate search; they are not added directly from the Email Campaign page.
- Email Layout –Select an Email Layout created in Career Site Builder.
- Content Template –Select a Email Campaign Content Template created in Admin Center. This content can be edited, if necessary.

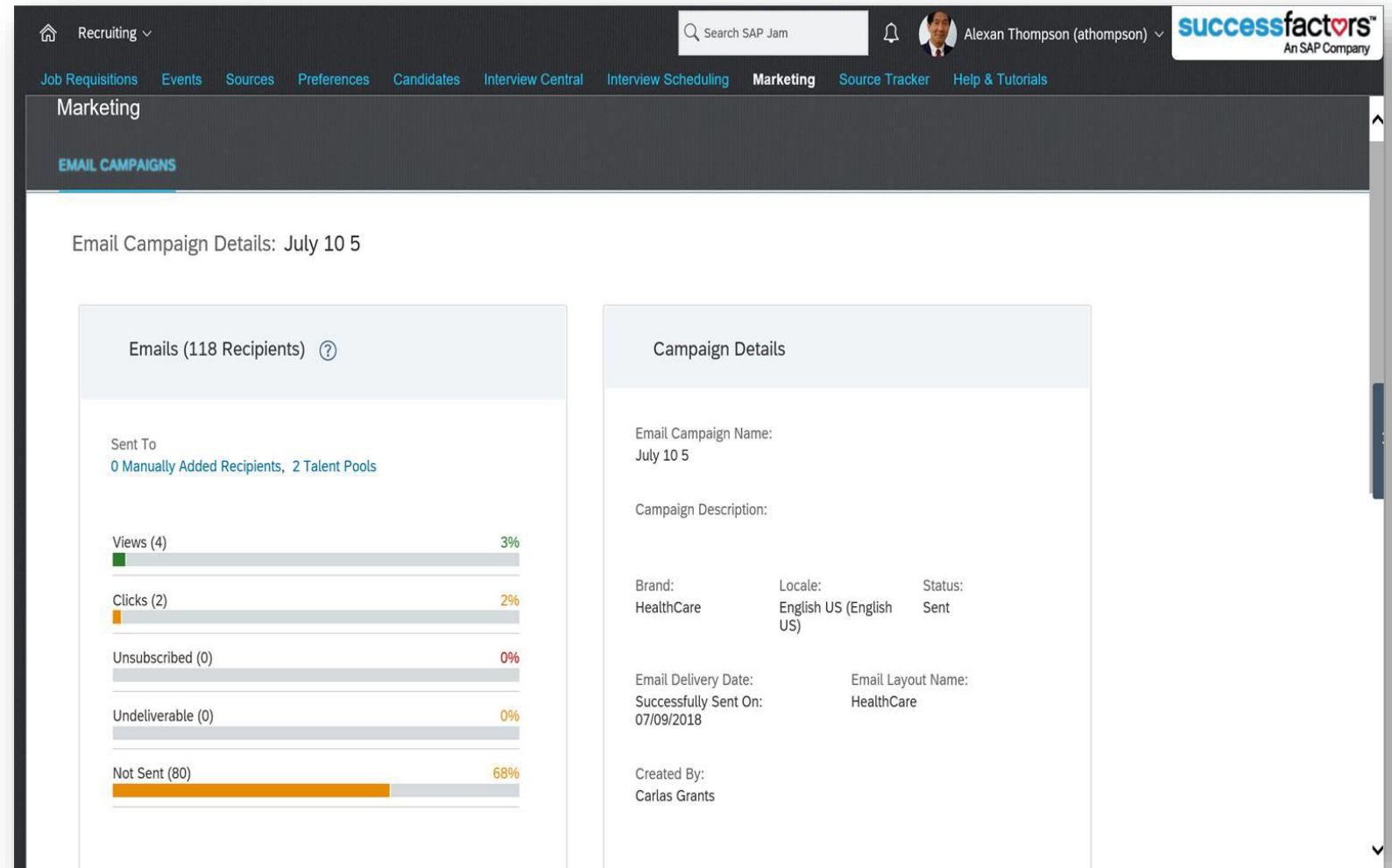
# Send Email Campaigns and View Results

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- Either a confirmation will display, or an error message will describe the issue with sending the email.
- An Email Campaign with no recipients is not sent.
- If the email has no body text, a warning message will display.
- There will be a delay in viewing the results; return to the page for updates.
- If the recipients include Talent Pools with more than 30 members, the status of the campaign is changed to In Progress. When the emails have been sent, an email is sent to the sender.
- You can view the status of the job in the job log in Provisioning.
- An Email Campaign can only be sent once.

# Email Campaign Details

- **Views**—Number of recipients who viewed the email
- **Clicks**—Number of recipients who clicked on the link in the email
- **Unsubscribed**—Number of recipients who clicked on 'Unsubscribe'
- **Undeliverable**—Number of recipients who could not receive the email as their email address was not valid
- **Not Sent** —Number of recipients who were not sent the email either because of missing consent



# Additional Portlets now available on the Candidate Profile

- The correspondence portlet on the Candidate Profile displays the history of email communications with the candidate *made through the Candidate Profile or Search*.
  - Recruiters can email candidates directly from their Profile, and are able to see emails that were sent.
- The Talent Pools portlet shows the Talent pools that the candidate is a member of.
  - The Talent Pool portlet is visible only to Recruiting users, not Candidates.
  - If the candidate's Talent Pool is Public or Private owned/shared by the user, then the user can see the Talent Pool if they have the Role-based permissions.
  - You can add a Candidate to a Talent Pool from the Talent Pool portlet.
- The Email Campaigns portlet shows the Campaigns that have been sent to the candidate.
  - The candidate can be added to a draft Email Campaign from this portlet.

The screenshot displays four portlets on a candidate's profile:

- Jobs Applied**: Shows a job titled "Sales Manager (101)" applied on 08/27/2018. The recruiter is Paula Price, and the status is "New Applicant".
- Correspondence**: Shows an email from the HR Coordinator on 08/29/2018 with the subject "Best Run would like to schedule a phone interview".
- Talent Pools**: Shows the candidate is a member of the "Chicago (Private)" talent pool, owned by Paula Price, with a status of "No Contact".
- Email Campaigns**: Shows an email campaign titled "Engineering Students-Chicago-Internships2" created by the HR Coordinator on 08/29/2018.





# Advanced Analytics

SAP SuccessFactors 



# Advanced Analytics Overview

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- 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

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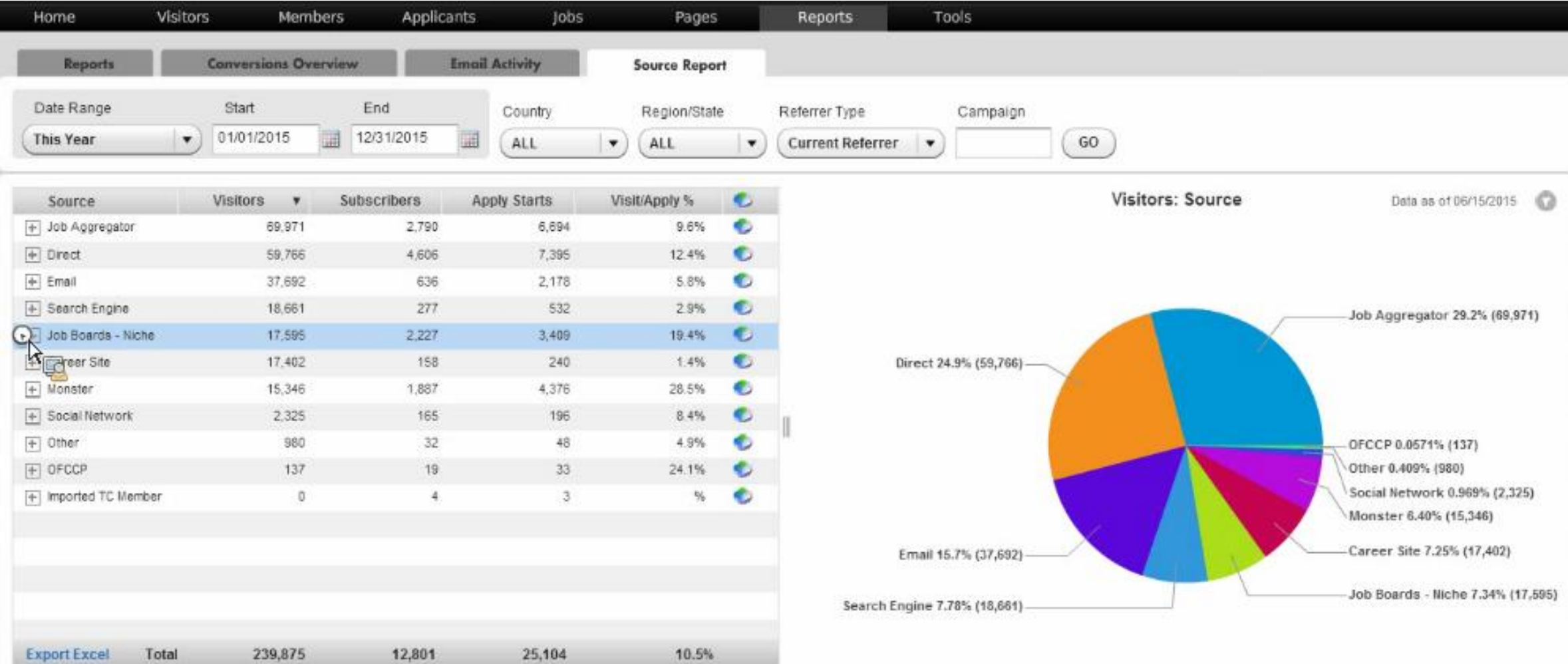
- RMK Advanced Analytics is only implemented in production. There are no testing or preview environments, and all changes will be live immediately.
- Job data configuration has a large impact on how data appears in RMK Advanced Analytics. Follow the best practices for mapping data between Recruiting 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

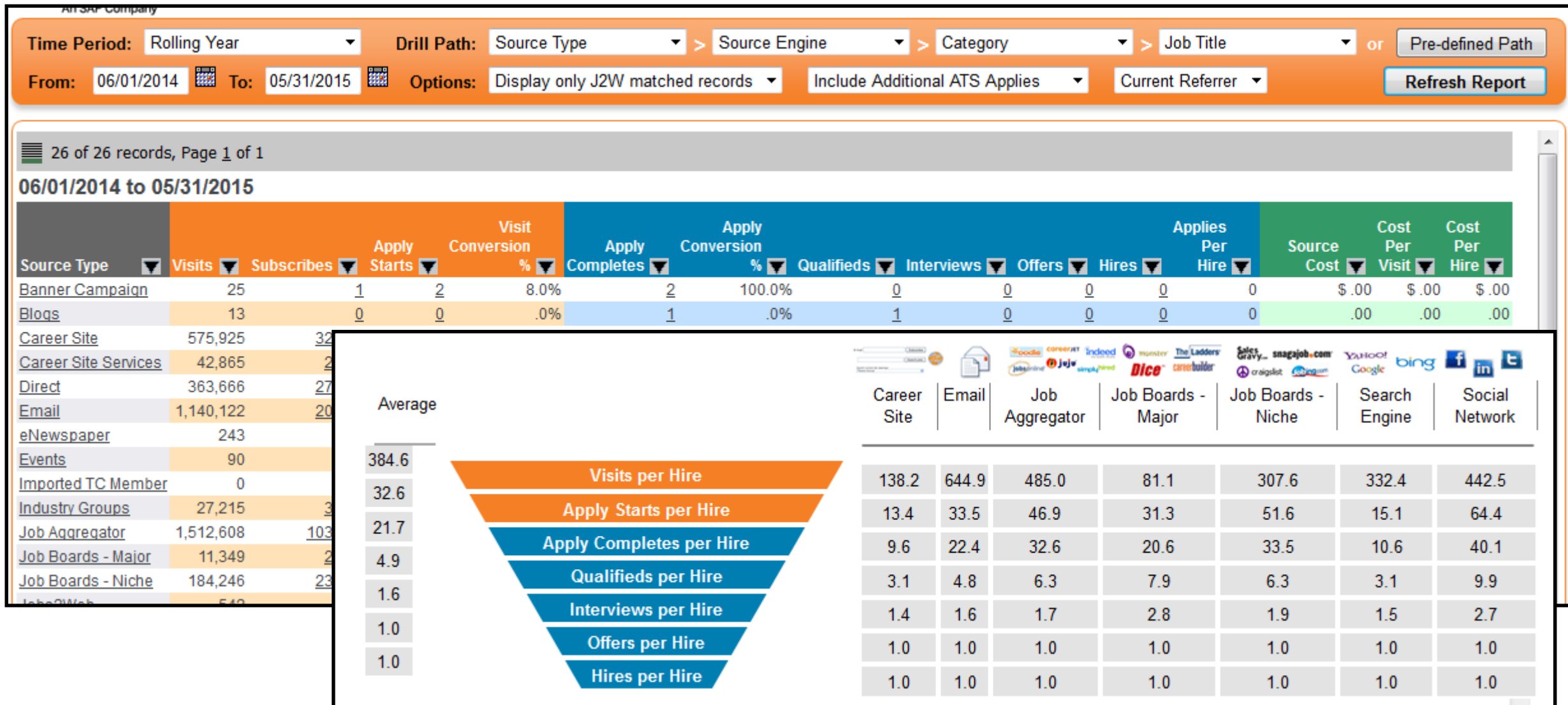
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- Information that is available through Dashboard is pre-apply: Visitors, Members and Application Starts.
- After the integration of the ATS data, customers have access to a “conversion funnel” that provides them with full line-of-sight visibility 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





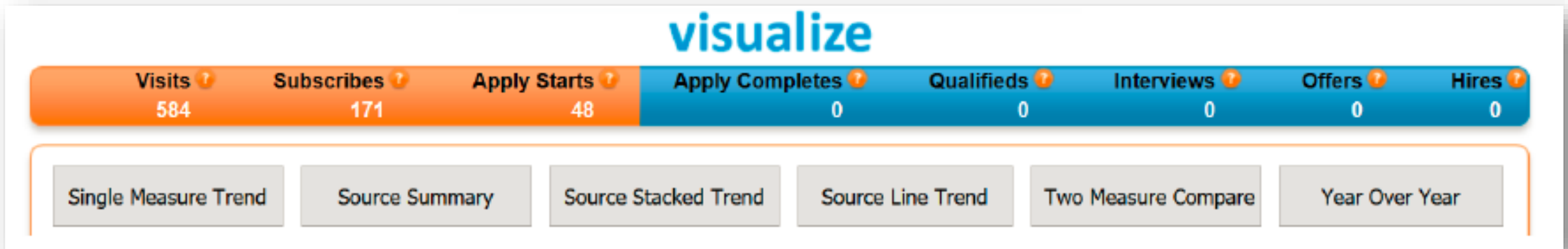
## Summarize Tab - 2

- 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

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- 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	12	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 Versions	39,488	7,891	5,108	13.1%	6,258	82.0%	1,288	611	865	865	9	\$ .00	\$ .00	\$ .00
Direct	378,771	29,305	58,371	13.3%	31,687	82.9%	8,244	2,853	1,704	1,704	19	\$ .00	\$ .00	\$ .00
Email	1,126,152	19,072	52,012	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	282.4%	65	35	11	11	8	\$ .00	\$ .00	\$ .00
Industry Groups	26,115	1,059	4,291	16.3%	2,841	69.2%	534	152	85	85	45	\$3,965.59	\$ 2.45	\$ 90
Job Advisor	1,482,232	100,730	142,202	9.7%	100,962	86.5%	18,321	5,280	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	\$28,730.21	\$ 20.38	\$ 1,97
Job Boards - Hubs	175,800	22,575	38,055	17.1%	19,610	55.3%	3,021	1,180	520	520	31	\$17,038.11	\$ 7	\$ 18
Job Sites	588	29	61	8.6%	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
Q&A	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	87,302	6.1%	87,308	88.2%	12,081	8,320	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	328	1	2	5%	2	100.0%	2	0	0	0	0	\$ .00	\$ .00	\$ .00
Ref	782	73	105	13.6%	57	52.6%	28	8	2	2	29	\$ .00	\$ .00	\$ .00
Search Engine	149,785	1,342	8,095	4.6%	8,092	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
Sources	174	1	12	7.5%	0	40.2%	0	2	1	1	0	\$ .00	\$ .00	\$ .00

Export Entire Drill Path

# Run Tab

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- 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 



## Contact information:

Andrea Wiesenberger  
Business Process Consultant

SAP Deutschland SE & Co.KG  
Frankfurter Straße 1, 65760  
Eschborn, Germany

M +49 151 67834317,  
E [andrea.wiesenberger@sap.com](mailto:andrea.wiesenberger@sap.com)