



## WHAT'S AHEAD

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# Changing the Rules of the Recruiting Game

**P**ontoon—recently ranked the No. 1 global RPO provider for client satisfaction by Outsourcing Institute and *Human Resource Executive*®—is innovating like a start-up, pushing at the proverbial envelope and writing the next chapter of the recruiting-strategy handbook.

Ten years ago, being able to screen a myriad of online applicants was sufficient. Today's buyers expect ongoing innovation—social media, gamification and mobile recruitment are influencing the behaviors of modern job seekers, and therefore where we are focusing our resources.

Smartphones and tablets have forged an intimate relationship with people. They are deeply trusted and heavily relied upon—oftentimes, more than a wallet or even car keys. So, it has never been more critical that a candidate have instantaneous connectivity to a brand. And Pontoon is making this happen.

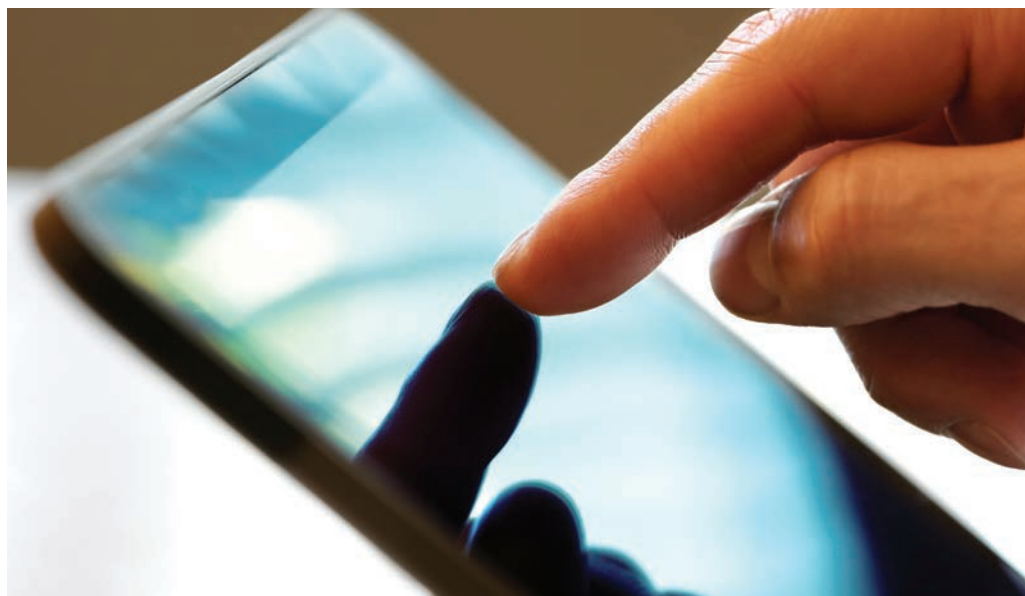
In the words of philosopher of communication theory Marshall McLuhan, "it is the framework which changes with each new technology, and not just the picture within the frame."

According to predictions for technology trends over the next five years, the framework in which we access the web is changing and the picture is clear: Get mobile or get lost.

Mobile Internet use will continue to surge over the next five years, at a rate of 66 percent each year, as the world gets its hands on more mobile devices. This year alone, the number of mobile-connected devices will exceed the world's population, according to data from the Cisco Visual Networking Index.

The time is here for companies to seize the opportunity the mobile market affords recruiting. With award-winning mobile platforms that streamline the recruitment process, Pontoon delivers a company's employer branding, career site and employment opportunities to any individual with a mobile device, allowing companies to reach talent anytime and anywhere.

Recruiters have access to text-based tools that can manage dialogue and capture data for employment preferences, job applications, pre-screening and more. Using advanced video technology, text



job postings can be converted to high-quality, news-style video job reports specific to position openings. This also allows companies to post video profiles as well. These videos offer a glimpse into the culture of employers and provide an immediate call-to-action for candidates to apply now—all from their mobile device. As the application process moves forward, mobile tools such as an appointment scheduler and an interview-recording virtual phone screen offer candidates time-saving touch-points, while improving talent screening and time-to-hire ratios.

While these solutions encourage speed and quality of response rates, they do so much more. They help to target a moving audience and make true connections with newly identified talent. A benefit of going mobile is the level of privacy it offers job seekers. They can search for a job anytime, anywhere, while at their current job, while on a train or while waiting in line at Starbucks! Through mobile technology, companies are reaching out to prospective employees on their time and on their personal devices.

In today's heavily scrutinized IT environments, there are stricter security policies around employee activities. Currently employed people don't want to risk having their employers find out they are looking for work, so they are less

likely to use a work PC to interact with recruiters. Enter mobile technology like iPhones, Android phones and tablets. These are personal devices, not monitored by employers, and they represent a safer way to look for career opportunities.

### Big Data in the Palm of your Hand

Building efficient tools for candidates to provide information via mobile devices is only half of the equation. The massive amount of data collected then needs to be aggregated, analyzed and presented to clients. Client-specific mobile dashboards generate snapshots of hiring trends, spend tracking, job-sector predictions and more.

Cumbersome reports that calculate supply-and-demand ratios, number of days-to-hire, cost-per-hire and sourcing maps are morphed into quick-access applications via hand-held tools. This data-readiness, literally in the palm of your hands, allows clients to gather information on the spot, helping them make smart decisions about their recruiting and business needs.

As technology evolves, Pontoon will continue to innovate, building a bridge to the best talent and transforming the old way of deciphering data into a reliable and strategic business tool.

Simply put, Pontoon can do what our competitors can, but they cannot do what we do.



# Your Move

Pontoon RPO is simpler, smarter and more motivated...

Your competitors don't stand a chance hiring the best talent. We'll find them for you first.

... because our clients demand it.

Turning the ordinary into the extraordinary.

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