

# Avature Refer

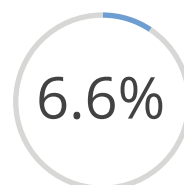
**Avature**  
Get Engaged to Talent

# Discover the next great hire for your organization by leveraging the reach of your employees' networks.

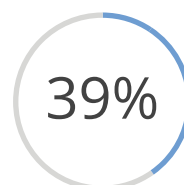
Within the social networks of your employees exists a vast pool of talent which can be your best hiring source if it is utilized with an effective employee referral program (ERP).

Avature gives you the power to tap into this gold mine and increase employee engagement in your ERP so that you can maximize the results of this powerful sourcing channel.

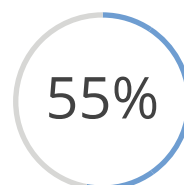
## Organizations which implement a sound employee referral program benefit from:



Increase in likelihood that referred candidate is a successful job match\*



Increase in employee retention rate after 1 year compared to employees hired via career sites\*\*



55% of business leaders say that employee referral programs are the top source of quality hires\*\*\*

\* HR Magazine: Employee referrals more likely to result in successful hires (2015)

\*\* Aberdeen Group: Talent Acquisition Research Report (2015)

\*\*\*LinkedIn: Recruiting Trends (2016)

## A Dedicated ERP Portal

The easy-to-use referral program portal is the base of operations for your employees. They can view open positions, recommend their friends to these positions, and track the status of their referrals throughout the application and hiring process. As in all Avature solutions, the ERP portal is fully mobile optimized for all devices.

## Tailor to Your Business Needs

The elements needed for a successful employee referral program might not be the same for all organizations, and may even differ within the organization's business units or regions. All key elements of the Avature ERP Solution are fully customizable, and you can craft your portal to fit

The screenshot shows the VOUTIQUE Referrals Portal interface. At the top, there is a navigation bar with the VOUTIQUE logo, the text 'VOUTIQUE Referrals Portal', and links for 'Dashboard', 'Open Positions', and a user profile for 'Nicolas Bader'. Below the navigation bar is a blue header with the text 'Referrals Portal'. Underneath the header, there are two buttons: 'View open positions' and 'Recommend a friend for talent pool'. The main content area is divided into two sections: 'Hot Jobs' and 'My Referrals'. The 'Hot Jobs' section lists five job openings with details such as job title, location, reference number, and posting date. Each job listing includes a 'Submit Candidate' button and a 'Share' icon. The 'My Referrals' section contains a table with columns for Name, Submitted On, Submitted For, Submission Status, and Last Updated. The table lists two referrals: Michael Smith-Miller and Thomas Rawls.

Name	Submitted On	Submitted For	Submission Status	Last Updated
Smith-Miller, Michael	2017-03-16	Marketing Operations Manager	Screening	62 days ago
Rawls, Thomas	2017-03-07	Web Developer	Submitted	71 days ago

your specific needs. Some of the aspects which you can customize include the following:

- Referral workflows
- Design, cadence and automation of email notifications
- Information required from the referrer
- Duplicate checking mechanisms
- Look and feel of your referral portal
- Rewards system

On the other hand, if you prefer a more out-of-the-box solution, Avature can provide you with a standardized data model, workflow, notifications, reporting and employee referrals site. With this option you still have the power to customize the look and feel of your ERP portal to fit your brand.

## Get Employees On Board with Your ERP

Selling your ERP to your employees is perhaps the most critical aspect of getting a successful program off the ground. In order to engage your employees you can leverage the powerful CRM capabilities which lie at the heart of Avature.

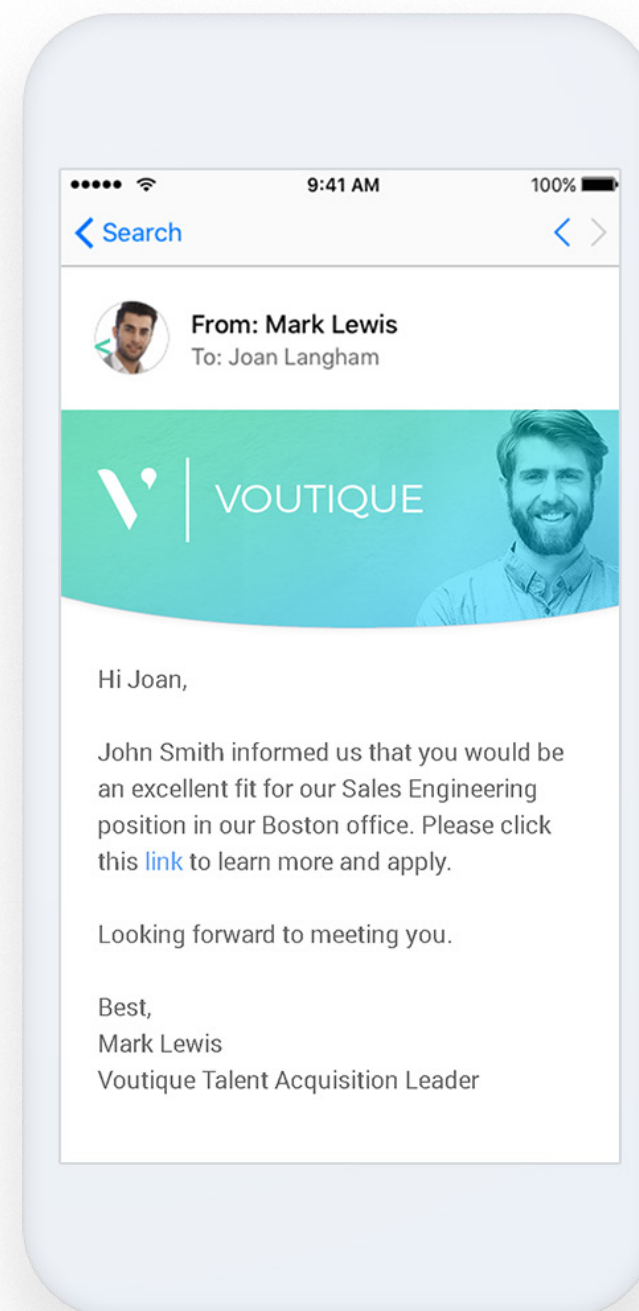
You can create referrer pools of high performers or other segments based on criteria that you define. Additionally, you can locate passive talent which exists within your employees' social networks, and then target different audiences with specific email and SMS communication. These could include job alerts relating to referrer's location, department, or referral activity (e.g. first-time referrers vs. top referrers),

aimed at encouraging employees to make further submissions. If you wish to automate this communication you have the ability to schedule your email campaigns.

Beyond the reach of your employees' networks, you can also engage with the talent which exists in the networks of alumni, vendors, customers, and other non-employees by allowing them to submit referrals.

## Transparency as a Driver for Engagement

A critical aspect which can drive adoption of your program is the amount of information you show to the employees regarding their referrals' status. Avature lets you decide the level of transparency

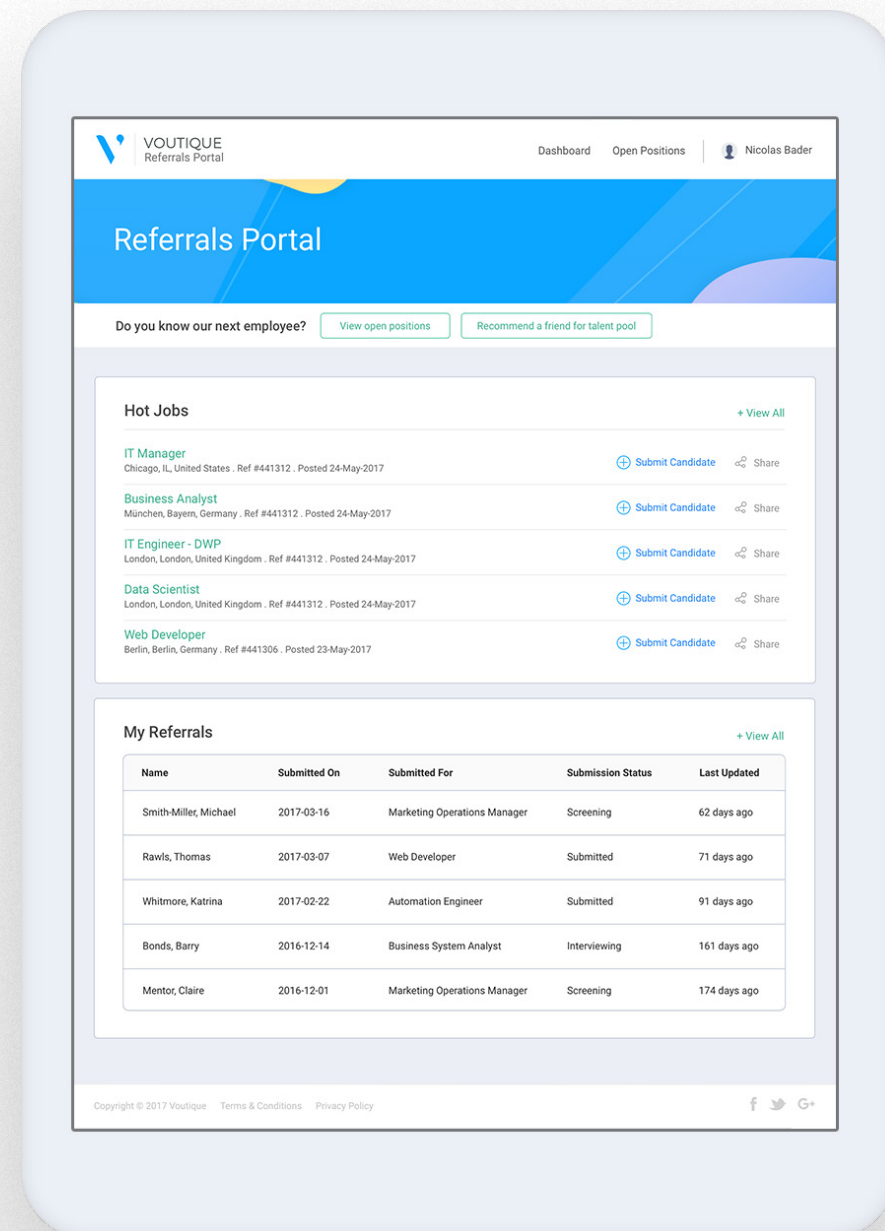


you wish to display for your employees. For example, you can manage the internal process through workflow steps while exposing a different, external status to the employee. This external status can be as simple or detailed as your program demands.

Additionally, you can choose to auto-notify them via email of any meaningful step update in the process. That way, your referrers are always up to date on their submissions.

## Enhance your ERP with Gamification

A great way to involve your employees and drive more referrals can be to gamify your ERP. This could go from simply providing rewards based on number of hires or creating a scoring system



with micro-rewards, so your employees can see a more immediate recognition for smaller actions such as referring a certain number of candidates or their referrals landing key workflow steps. With Avature workflow actions you can decide how many points you would like to allocate to each stage of your recruiting process. This way you can share the score with your employees through the portal or simply let them know via email that they have earned their reward. Furthermore, you can create referral leaderboards to showcase your top referrers and encourage your employees to increase their participation in the program.

The screenshot displays the VOUTIQUE Referrals Portal dashboard for user Nicolas Bader. The dashboard includes a navigation bar with 'Dashboard' and 'Open Positions' links. The main content area is divided into several sections:

- My Referrals:** A table listing recent referrals.
 

Name	Submitted On	Submitted For	Submission Status	Last Updated
Smith-Miller, Michael	2017-03-16	Marketing Operations Manager	Screening	62 days ago
Rawls, Thomas	2017-03-07	Web Developer	Submitted	71 days ago
- Top Referrers Leaderboard:** A table showing the top performers.
 

Referrer's Name	Total Referral Points	Referrals	Interviewed	Hired	Last Referral Date
Larson, Brad	24	6	4	2	2017-05-09
Stewart, Melanie	21	5	3	2	2017-11-04
Harris, Angela	14	3	3	1	2017-08-12
Smith, Jeremy	12	3	2	1	2017-10-05
- Referral Rewards Goal:** A gauge chart showing progress towards a goal. The current value is 49%.
- Summary Cards:** Three cards providing key metrics:
  - 11 Referral points gained this month vs. 8 points last month
  - 67% Referrals to interview ratio
  - 5 Referrals to 1 hire ratio

The footer contains copyright information for 2017 Voutique and social media icons for Facebook, Twitter, and Google+.

## Tap into Your Employees Social Networks

Apart from submitting their contacts themselves, employees can easily share links to specific jobs via email, Facebook, LinkedIn, and Twitter, enabling viralization through social sharing. In the spirit of gamification, these links track the referral back to the original referrer, so employees are credited and recognized for their referrals.

## Optimize the Referral Experience

With Avature you get to choose how referrals are approached after initial submission. For easy-to-fill positions you may want to automatically trigger an email to the referral with an invitation to verify





their information, upload additional data or apply. The referrals will remain in your talent pools even if they decide not to follow through with the job application. At this stage, you can also present them with some basic knock-out questions to decide if it's worth asking them to apply.

However, for difficult-to-fill positions, or for your best performing referrers, you may want to have a recruiter researching the referrals' background and engage with them before asking them to formally apply. A referral that has spoken to a recruiter at your company, will have a better understanding of the requirements and overall offer, making it more likely that they will complete that application rather than if you automate this step of the process.

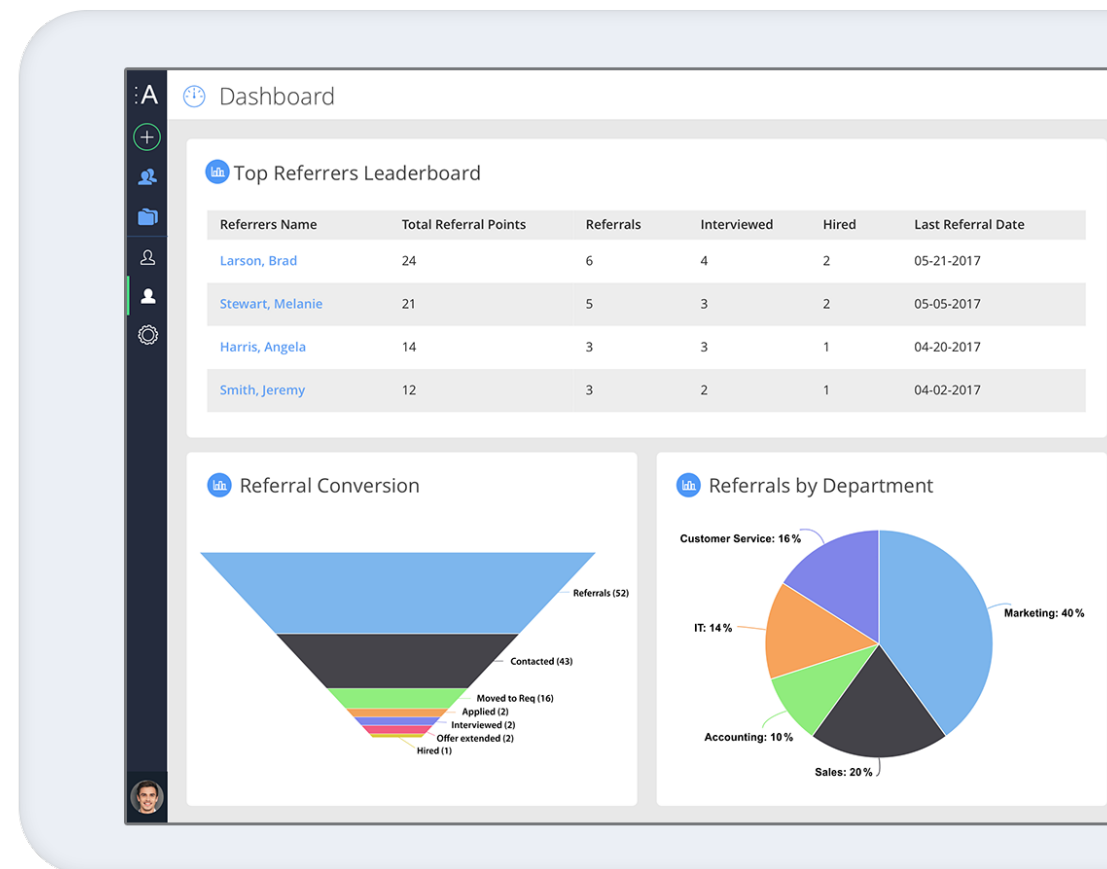
## Real-time Reporting of Your ERP Results

The reporting framework allows you to create multiple custom reports that filter by and display any data element available in your ERP solution, including simple and complex calculations for advanced analytics. They can be displayed as tables, funnels, indicators, or stacked, pie, line or bar charts.

A powerful analytics engine allows you to analyze response, participation, ROI, effectiveness and other relevant factors to periodically review the strategies and tactics being used and adjust direction quickly to fit your evolving needs.

Create your own reports to quickly see:

- Your top referrers
- Social media sites which are generating most referral traffic
- What business areas/locations have high or low ERP adoption
- Which email templates are most effective targeting your employees pools by leveraging A/B testing
- How your employee referral program compares to other hiring sources



## Manage all Recruiting Efforts in One System

Having all your sourcing and hiring initiatives consolidated in one system allows you to easily discover, via duplicate checking tools, if a record already exists for a referral. With a centralized system, you can also benefit from deeper analytics that enable you to optimize strategies across your recruiting efforts.

If you don't yet manage all your requisitions in Avature, we can import jobs from your current career site or ATS and keep them synchronized within Avature.

## Configured for Global Deployment

With today's mobility, remote work alternatives, and social media connecting employees with colleagues all around the world, having a global deployment of your Employee Referral Program is becoming increasingly important. With Avature, you can implement each country or region with its own set of languages, processes, and compliance requirements.

If your company supports it, the most recommended way for your employees to access the employee referral portal is through Single Sign-on. Having a single username & password improves user adoption, reduces maintenance costs and increases security.

# Market Leaders Rely on Avature

## 650+

customers worldwide

- 101 of the Fortune 500
- 7 of the top 10 Fortune 500
- 23 of the FTSE 100
- 102 customers with +75,000 employees
- 4 of the big 4 accounting firms
- 8 of the top 20 Forbes America's largest banks
- 8 of the top 10 World's largest retailers
- 7 of the top 10 World's largest RPO's

## 100+

multi-country implementations

Since product release in 2008, Avature has been facilitating some of the most advanced talent acquisition and talent management programs in the world.



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For more information about Avature Refer,  
please contact your Avature representative or visit our website

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