

How Philips Leverages Talent Mapping in Pursuit of Strategic Sourcing with Avature

Three Ways That Philips is Leveraging Avature for Talent Mapping

- 1** ▶ Using Avature to track and store information on 'High-Value Target' companies that it sees as its talent competitors.
- 2** ▶ Building organizational charts that map out the structure of these companies, company news and any other competitive intelligence that are useful information to attract (or approach) target employees.
- 3** ▶ Levering the acquired information to send hyper-specific follow-up content that is more strategic to improve communications and engagement with these target candidates.

How to Empower Your Teams With Strategic Sourcing Tools With Avature

Starting point: Set up organizational charts that will then get built automatically as you start to relate person records and leverage Avature's tagging functionality to identify target candidates that currently work for competitors.

Easy-to-use Avature functions: Create targeted content to promote your employer value proposition (EVP) using Avature easy-to-use recruitment marketing tools - including personalized email templates - and talent community portals to truly engage candidates.

Taking it up a notch with Avature: Reduce the time spent on manual candidate qualification and lead nurturing throughout the candidate lifecycle by setting up automated sourcing and engagement workflows.

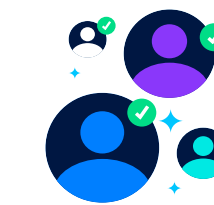
Key Stats to Make the Business Case



Over 2300 candidates sourced for their top pipelines. Its Healthcare talent pool grew by 225 percent.



Today, Philip's email open and click-through rates are almost twice as high as the industry average.



Talent pool quality improved, with 78 percent of candidates being presented to Hiring Managers to review.



Before we had Avature, I felt like we weren't getting the value for the dollars we spent in recruitment marketing. We would attract candidates to Philips, maybe not have an opening for them at the moment and then lose touch with them."

Alan Blevins

Director of Talent Acquisition