

How Publicis Sapien Enhanced Their Search & Segmentation Techniques with Avature

Three Ways in Which Publicis Sapien is Leveraging Avature to Boost their Internal Search Efforts:

- 1** ▶ Harnessing the power of the Find Similar functionality within Advanced Search to discover other relevant candidates that might have gone unnoticed otherwise.
- 2** ▶ Using lists to find and re-hire freelancers that they've had success with in the past. This includes filtering candidates by performance to rehire the best-performing freelancers.
- 3** ▶ Using Avature merge functionality to remove duplicate or hired candidates and prevent system clogging.

How to Boost Your Internal Search Efforts With Avature

Discover how to improve your search and segmentation to find the best candidates within your database.

The Starting Point: Create a custom field within the person record that identifies pre-qualified candidates quickly and easily.

Easy-to-Use Avature Functions: Use pipeline folders, lists and tags to segment your database so it's easy to identify relevant candidates for future projects, including top performers, high-potentials and silver-medalists.

Taking It up a Notch With Avature: More experienced recruiters can save a database of powerful search strings that can then be reused to search the internal database regularly. These searches can also be automated to run on their own in the background, while your team focuses on high-value tasks instead.

Key Stats to Make the Business Case



Publicis Sapien crafted a qualified list of candidates to start a hiring process instead of working directly with a database of over 350,000 people



The average cost of finding and hiring someone from outside the company is 1.7 times more than an internal hire. (\$8,676 vs. \$15,008)



75 percent of internal recruits are successful in their new roles and 47 percent stay on in their roles for three years at least.



[With Avature segmentation] you can very easily see which type of role somebody's interested in and where without having to look at the pipelining, which is really helpful and all of this information is available on the candidate's record"

Kim Parkinson

Senior Manager, Hiring Operations, Publicis Sapien