



# IBM HR Summit

Be a part of the HR revolution.

BOSTON, MA | SEPTEMBER 6-8, 2016

## What's Next in Talent Acquisition Solutions?



**Craig Shoneman,**  
*IBM Kenexa*  
Product  
Management  
Leader - Talent  
Acquisition and  
Learn



**Aaron  
Hofeling,**  
Business  
Development  
Executive, *IBM  
Kenexa*

# Talent Acquisition Imperatives

**Candidate pool development** is the #2 driver to high impact Talent Acquisition

Recruiters would **not rehire 39%** of their recent hires

Moving to **Cognitive Recruitment**

# Why is cognitive computing relevant to HR?

Over **40%** of organizations are limited to basic HR reporting capabilities

Less than **16%** of companies report the ability to use data to make predictions and take action on future workforce issues

Less than **20%** of organizations are able to apply predictive analytics to address important people issues

Job-seekers today are  
just like consumers.

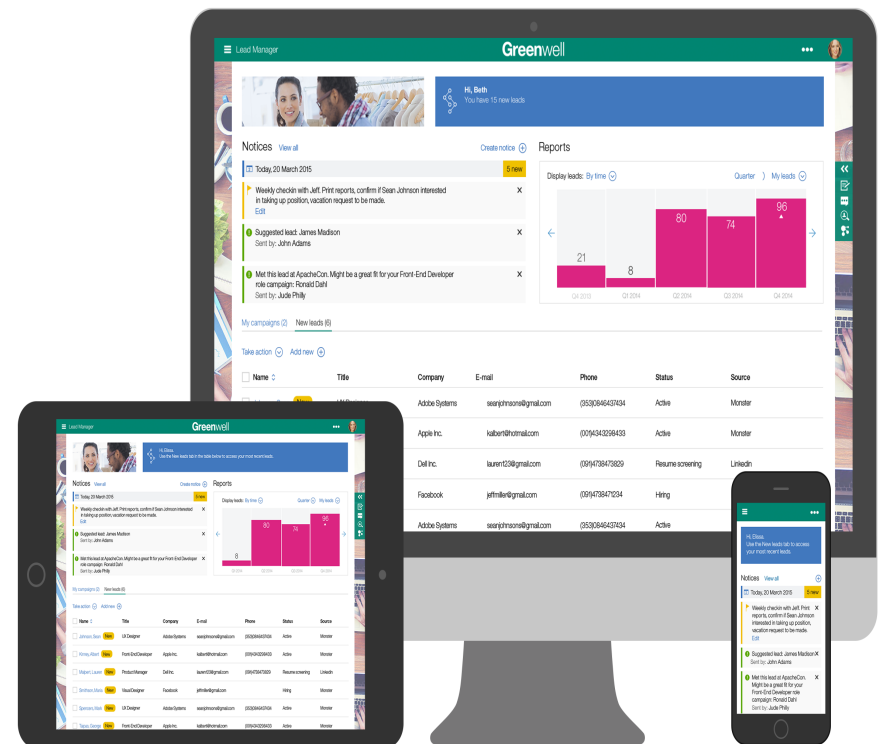
**Recruitment  
is Marketing**  
Powered by IBM Kenexa

# Lead Manager

As a sourcer, I can **attract, engage, and nurture** my leads. Alerts and notifications ensure that **important tasks never slip through the cracks**.

## Key Capabilities

- Use on any device through elegant, responsive design
- Robust, market-leading email marketing tool
- Analytics measuring the effectiveness of marketing efforts
- Improved external search, plus option to select additional search vendors
- Customer created/managed landing pages for leads to engage with the organization and express interest
- Customer-created branded email templates
- Localization and translations



# New Features Since Dec 2015 Release

## • Sourcer Experience

- Bulk import Lead's via Excel
- Export Lead data into Excel
- Mass Update Leads' status with full status tracking
- Mass Add to Campaign
- Toggle to Next/Previous records on Lead Profile
- Privileged users can view ALL Campaigns
- Easily insert Apply URLs into communications

## • Upload resume via Landing Page

## • Search Enhancements

- Campaign search
- Boolean support for Lead Search

## • Campaign data in DIT

- Campaign fields
- Lead standard fields

## • Translation certification in progress

IBM Lead Manager

### Import Leads

1 — 2

Prepare file (steps 1 of 2)

First download the template below and populate it with your lead's content. Make sure all fields are correctly populated such that you don't get any validation error in the process. Note: You may import 5000 leads at a time.

[Download template](#)

Next, select the language your file is in and upload the updated template file below.

Language: English

Click continue to go to next

TestImport.xlsx

Continue Cancel

IBM Lead Manager

Please select any additional fields you want included in the export and move them to the right. This export will include all data on the current page plus the next 9 pages. If additional data is required, proceed to the next set of data via pagination links and initiate the action again.

Search

Other Email (OtherEmail)  
Mobile Number (MobileNumber)  
Home Number (HomePhone)  
Other Number (OtherNumber)  
Work Number (WorkNumber)  
Address 1 (AddressLine1)  
Address 2 (AddressLine2)  
Postal/Zip Code (ZipCode)  
LinkedIn URL (LinkedInURL)  
Facebook URL (FacebookURL)  
Twitter URL (TwitterURL)  
Email Opt In (EmailOptIn)  
SMS Opt In (SMSOptIn)  
Resume Key (ResumeKey)  
Modified By (ModifiedBy)  
Modified On (ModifiedDate)  
Currency (Currency)  
Current Base Compensation (CurrentBaseCompensation)  
Current Benefits Compensation (CurrentBenefitsCompensation)  
Are you a current Employee? (CurrentEmployee)  
Current Incentive Compensation (CurrentIncentiveCompensation)  
Desired Annual Compensation (DesiredAnnualCompensation)  
Do you have a relative working for us? (HasRelativeWorkingForClient)  
Have you worked for us before? (HasWorkedForClient)  
Referred By (ReferredBy)  
Education Level (EducationLevel)  
Original Source (OriginalSource)  
Latest Source (LatestSource)  
Breassing HR Status (HRStatusId)  
Country (Country)  
Area Of Interest (AreaOfInterest)  
Area Of Study (EducationAreaOfStudy)  
Completed Education (CompletedEducation)

Favorite vacation spot (Favorite vacation spot)  
Alphabet (Alphabet)  
First Name (FirstName)  
Middle Name (MiddleName)  
Last Name (LastName)  
Email (EmailAddress)  
Created By (CreatedBy)  
Created On (CreatedDate)  
Submission Type (SubmissionType)  
State/Region/Province (State)  
City (City)

Submit Cancel

## Lead Manager – What comes next?

## Q3/Q4 Targets

**Let the system automatically work for you**

- Automatically create Leads from BR based on HR status
- Automatically create Campaigns based on Req Status
- Support of custom fields in Marketing Cloud
- Submit Lead to Campaign based on landing page

**Free your Sourcers/Recruiters time to focus on key ite**

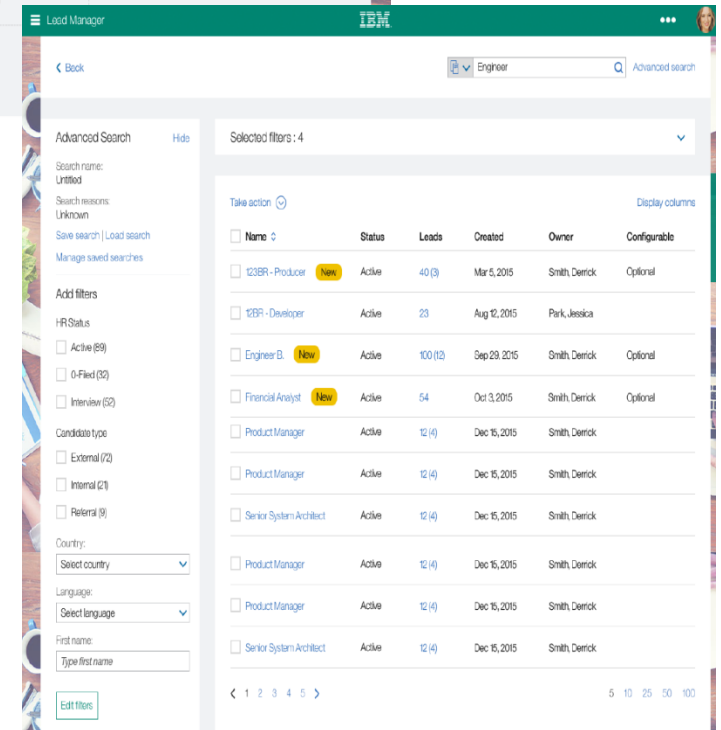
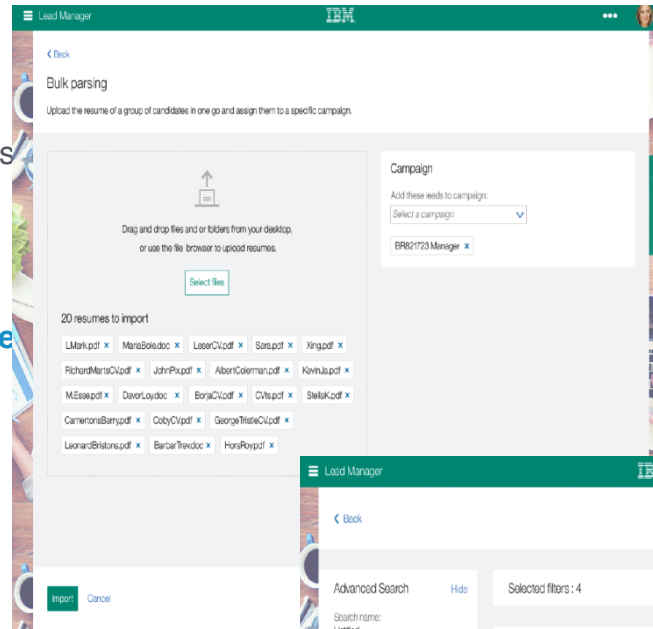
- Bulk upload via Excel – support of custom fields
- Bulk resume parsing
- Update Opt In status based on HR status updates

**Gain insight into Lead/Candidate full lifecycle**

- Lead Manager – additional data available in DIT

**Quickly find the best talent**

- Advanced Search – same features as BR responsive search!
- Support of additional Attachments to Lead profile



## Ongoing

- Constant evaluation of usability through user testing, and refinement of design to enhance user experience
- Addition of new job boards/social media sites for external searching

\* dates & scope are subject to change

## BrassRing -> Lead Manager Integration

**Automated synchronization of profiles:** Profile links are displayed in both systems to quickly open the complementary record in a new record.

### BR->LM Leads (privilege based):

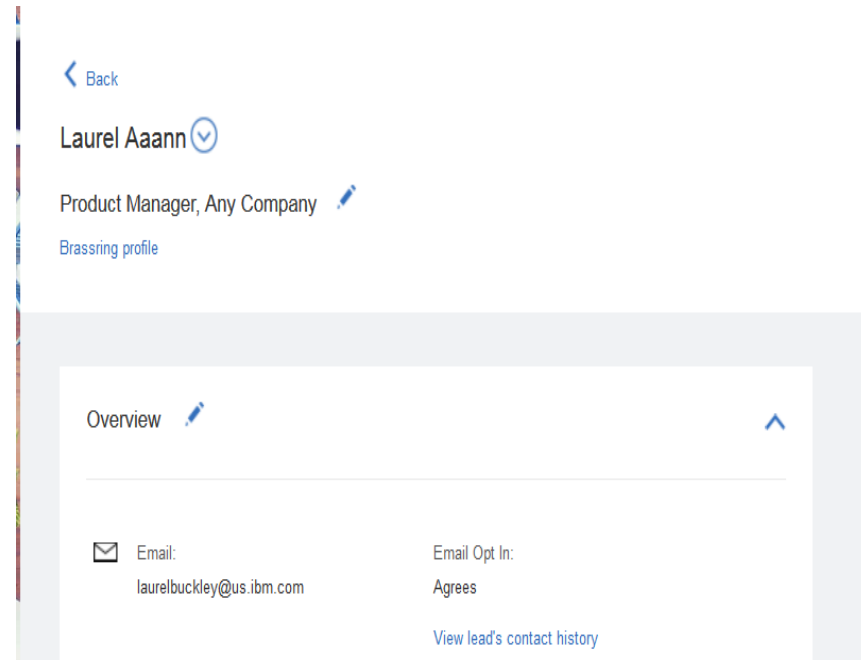
- Today: send one or multiple candidates into Lead Manager; standard fields/resume are populated.
- Scheduled: RAM trigger to create Lead @ configured HR status; Via UI - select Campaign/s' association
- Vision: Client configured fields to pre-populate; automatically update status and/or fields based on BrassRing updates



### LM->BR Candidates/Contacts (privilege based):

- Today: send multiple Leads into BR: Req/Working Folder/Contact.



### BR Reqs -> LM Campaigns:

- Today: create LM Campaign from BR req, standard fields are pre-populated including Apply URLs. Link to Requisition displayed in LM.
- Scheduled: RAM trigger to automatically create new Campaigns based on Req creation or status update
- Vision: Client mapping of additional fields to pre-populate; automatically update Campaign; update campaign fields based on Req field update




[Back](#)  
 Laurel Aaann   
 Product Manager, Any Company   
 Brassring profile

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Overview  

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 Email: laurelbuckley@us.ibm.com
 
 Email Opt In: Agrees  
[View lead's contact history](#)



## First half 2017 Targets

- Custom fields available in DIT (completer)
- SMS Support
- Enhancements to BrassRing integration
- OFCCP support
- Additional integration points with Marketing Cloud
- Confidential Leads/Confidential Campaigns
- “New” indicators (Leads and Campaigns)
- Searchable tags for Leads

## Longer Term Vision

- Pre-populate Lead data when applying on Talent Gateway
- Simultaneously search Lead Manager + BrassRing
- Full Event Management capabilities
- Add Leads when offline
- Interactive Communities
- More robust Social Media integrations
- Growth in reporting capabilities

\* dates & scope are subject to change

The screenshot displays the IBM Lead Manager interface. On the left, there is a sidebar with search filters including 'Advanced Search', 'Add filters', 'HR Status', 'Candidate type', 'Country', 'Language', and 'First name'. The main area shows a table of search results with the following columns: Name, Status, Leads, Created, Owner, and Configurable. The table contains several rows of data, including roles like '123BR - Producer', '12BR - Developer', 'Engineer B.', 'Financial Analyst', and 'Product Manager'. Some rows are marked with a 'New' indicator. At the bottom of the table, there are pagination controls showing '1 2 3 4 5' and a range of '5 10 25 50 100'.

Name	Status	Leads	Created	Owner	Configurable
123BR - Producer	Active	40 (3)	Mar 5, 2015	Smith, Derrick	Optional
12BR - Developer	Active	23	Aug 12, 2015	Park, Jessica	
Engineer B.	Active	100 (12)	Sep 29, 2015	Smith, Derrick	Optional
Financial Analyst	Active	54	Oct 3, 2015	Smith, Derrick	Optional
Product Manager	Active	12 (4)	Dec 15, 2015	Smith, Derrick	
Product Manager	Active	12 (4)	Dec 15, 2015	Smith, Derrick	
Senior System Architect	Active	12 (4)	Dec 15, 2015	Smith, Derrick	
Product Manager	Active	12 (4)	Dec 15, 2015	Smith, Derrick	
Product Manager	Active	12 (4)	Dec 15, 2015	Smith, Derrick	
Senior System Architect	Active	12 (4)	Dec 15, 2015	Smith, Derrick	

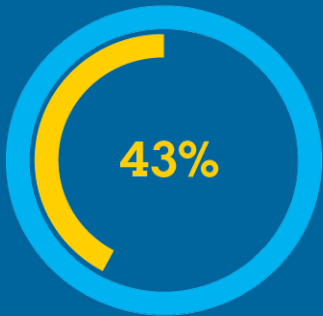


# Recruitment Marketing Services

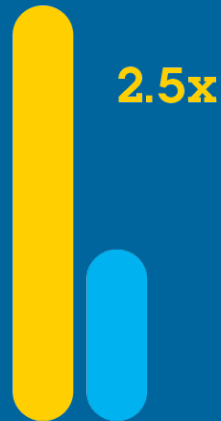
# Why your Employment Brand Matters

Companies who have a strong employer brand:

See a **43%** decrease in cost per hire



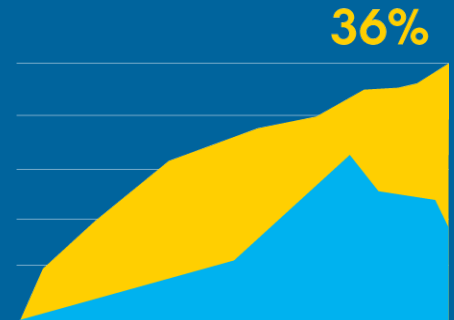
Drive **2.5x** the amount of applicants per job



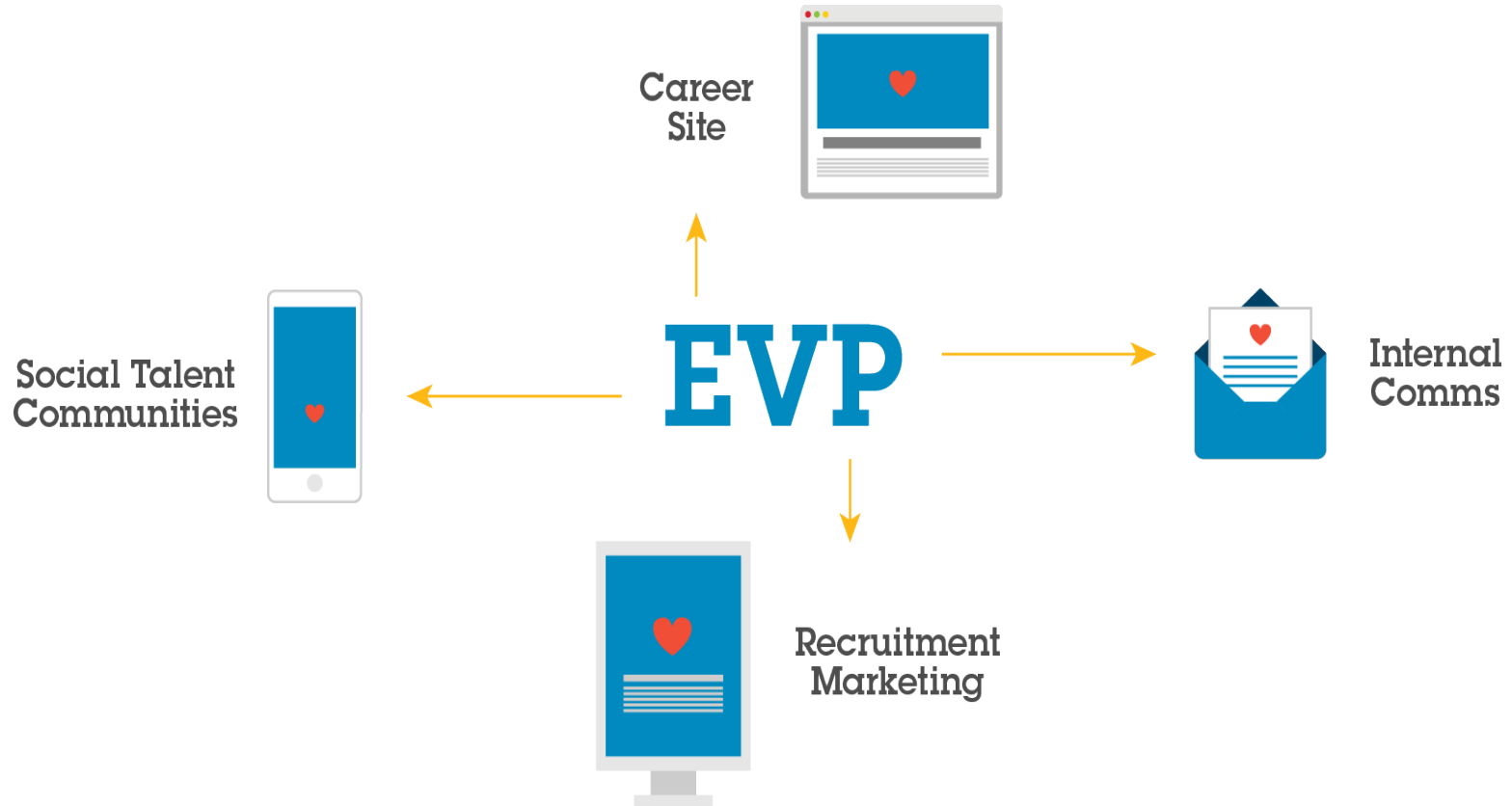
Have a **28%** lower turnover rate



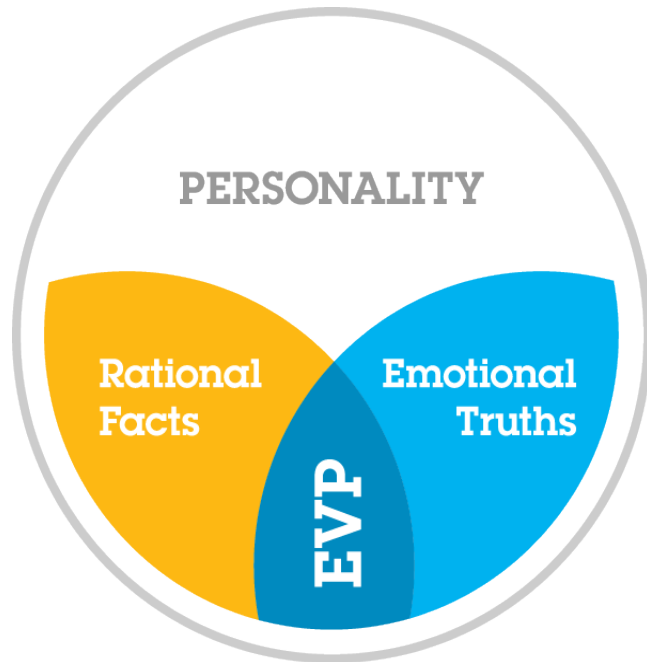
Register a **36%** gain in share price over a 5-year period



# Employment Branding Process



## Generating the EVP through culture research



Secondary (Rational facts)

- + Qualitative (Emotional Truths)
- + Quantitative (Personality)

### **EVP (Employee Value Proposition)**

---

An authentic and realistic portrayal of the a company culture that is emotionally compelling to the **right** candidates.

# Internal communications matter

Because if your current employees don't support your EVP, it is NOT a reflection of your authentic culture.

**THE WINNING SPIRIT**

Some people expect their job to make them happy. Others bring their own fun and excitement wherever they go. No matter what happens, their spirits and their energy never let up. That's what it takes to be great at Seminole Gaming. If you've got the attitude to stay "up" no matter what comes your way—and to share that enthusiasm with customers and co-workers—you just might love it here.

SEMINOLE GAMING | Hard Rock

**BUILT THIS WAY**  
Pop Days CAREERS

We're proud to set the pace of a rapidly changing industry, but what we stand for and how we're built never changes.

- THE RIGHT THING TO DO, IS TO DO THE RIGHT THING.
- WE DON'T SELL, WE SOLVE.
- WORK TOGETHER, SUCCEED TOGETHER.
- PUTTING OUR CUSTOMERS FIRST PUTS US IN FIRST PLACE.
- STABLE AND LOYAL—IT'S JUST HOW WE'RE BUILT.
- WE WON'T QUIT UNTIL IT'S FIXED.

Waypoint Homes  
**CHAMPIONS**

Our unchanging principles capture what great looks like in our organization. When the heart of a determined competitor and the desire to impact our world make us champions in all we do.

To work here, you need the heart of a champion.

Buckle up for constant change.

We are all in this together.

We think like owners.

Check your ego at the door.

We make our world a better place.

1 We're part of something big.

2 What we do takes heart.

3 Opportunity exists here.

4 Own your passion.

5 Find your hero.

6 Bring the fun.

7 Take care of each other.

8 Go create our future.

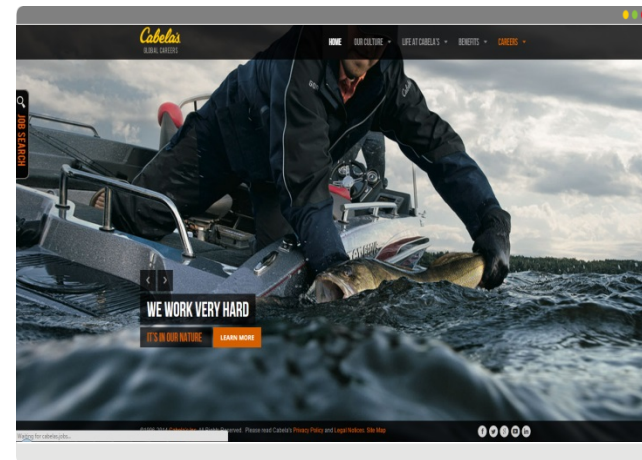
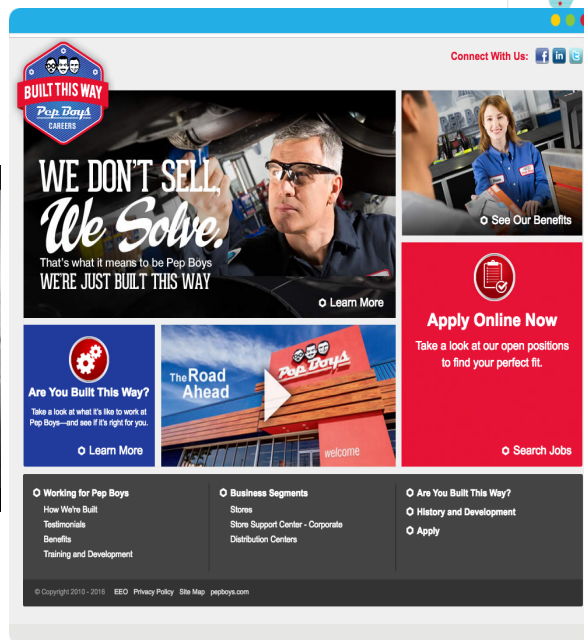
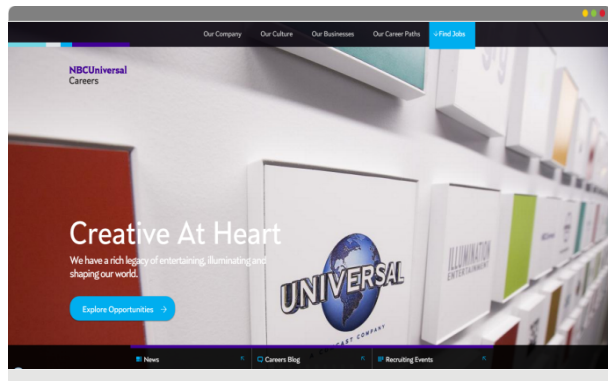
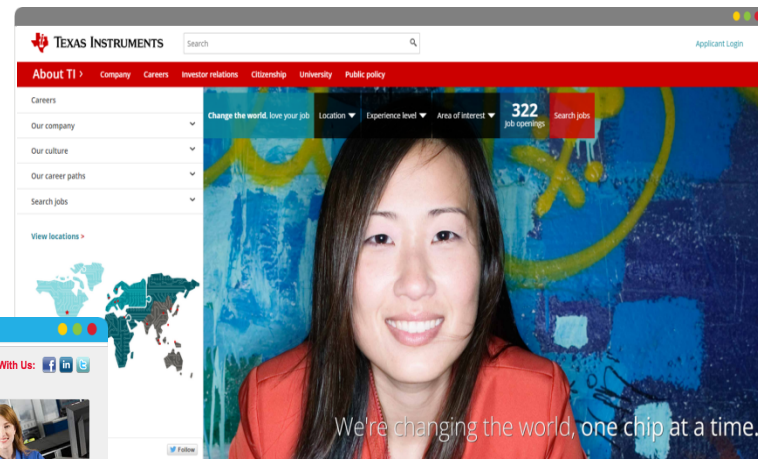
**GREAT ON PURPOSE**  
The statements that set us apart

IBM Kenexa Recruitment Services | IBM

# Career Sites

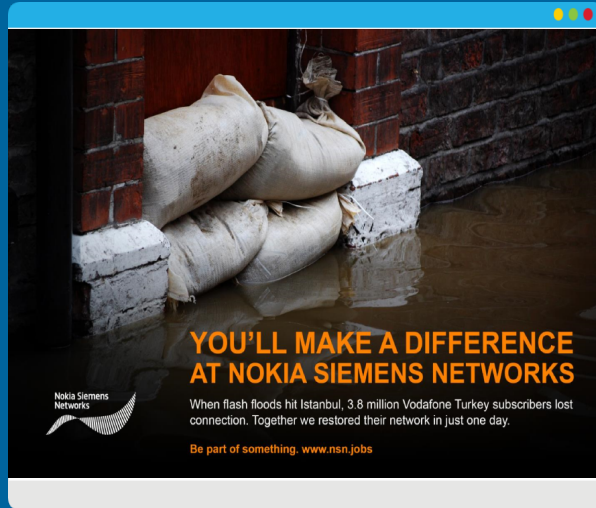
The digital hub for all candidate focused interactions and content . . . And the first interaction candidates will intentionally have with your employment brand.

**76%** of job seekers prefer to apply through a career site



# Recruitment Marketing

Print and digital executions of the EVP that drive the right candidates to the career site to apply



**YOU'LL MAKE A DIFFERENCE AT NOKIA SIEMENS NETWORKS**

When flash floods hit Istanbul, 3.8 million Vodafone Turkey subscribers lost connection. Together we restored their network in just one day.

Be part of something. [www.nsn.jobs](http://www.nsn.jobs)

Nokia Siemens Networks



**See things differently**

At Eaton, we see things differently. Our innovative power management solutions serve our customers and our environment at the same time—helping airplanes, buildings, machinery and vehicles do more while consuming less energy. At the heart of that reputation is the expertise of our electrical business, from power distribution, control and automation to lighting and security, engineering services and even solutions for harsh or hazardous environments. If you see things differently—if you're ready to answer critical power management challenges alongside a global leader—then see where a career at Eaton can take you.

**EATON**  
Powering Business Worldwide

[www.eaton.com/careers](http://www.eaton.com/careers)



**HE WAS BORN TO WORK HERE.**

[WWW.CABELAS.JOBS](http://WWW.CABELAS.JOBS)

Cabela's



# Video: The most powerful recruitment marketing medium

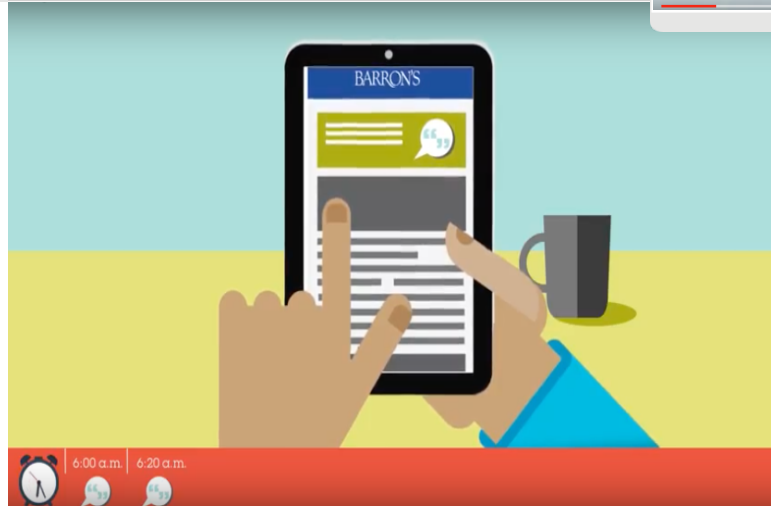


Orientation/  
education



Genuine employee  
testimonials

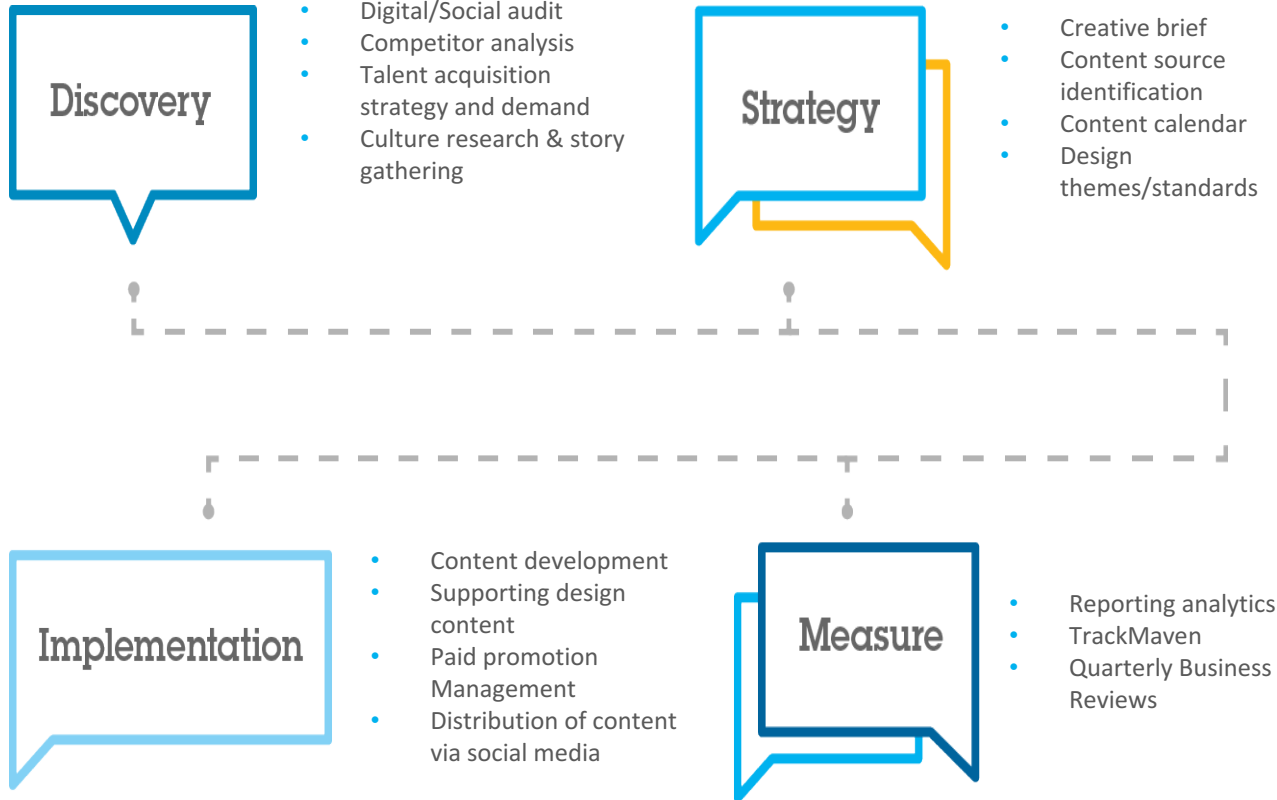
Culture  
showcase



Realistic job preview/  
Day-in-the-life

# Social Recruitment

Amplifying your EVP in the social sphere and engaging the right candidates



Some examples:



# Talent Community Manager

A resource to engage with passive talent

- Designs and develops landing pages to generate leads
- Sets up sequences for email nurture campaigns
- Create specialized campaigns for events or specific targeted opportunities
- Creates content based on newsworthy events, recruitment news, community outreach, etc

## Interested in being part of the pilot?

- 30-60 min no obligation discovery call
  - Current sourcing engines to feed pipeline?
  - How many lead pages are needed?
  - How many campaigns are required?



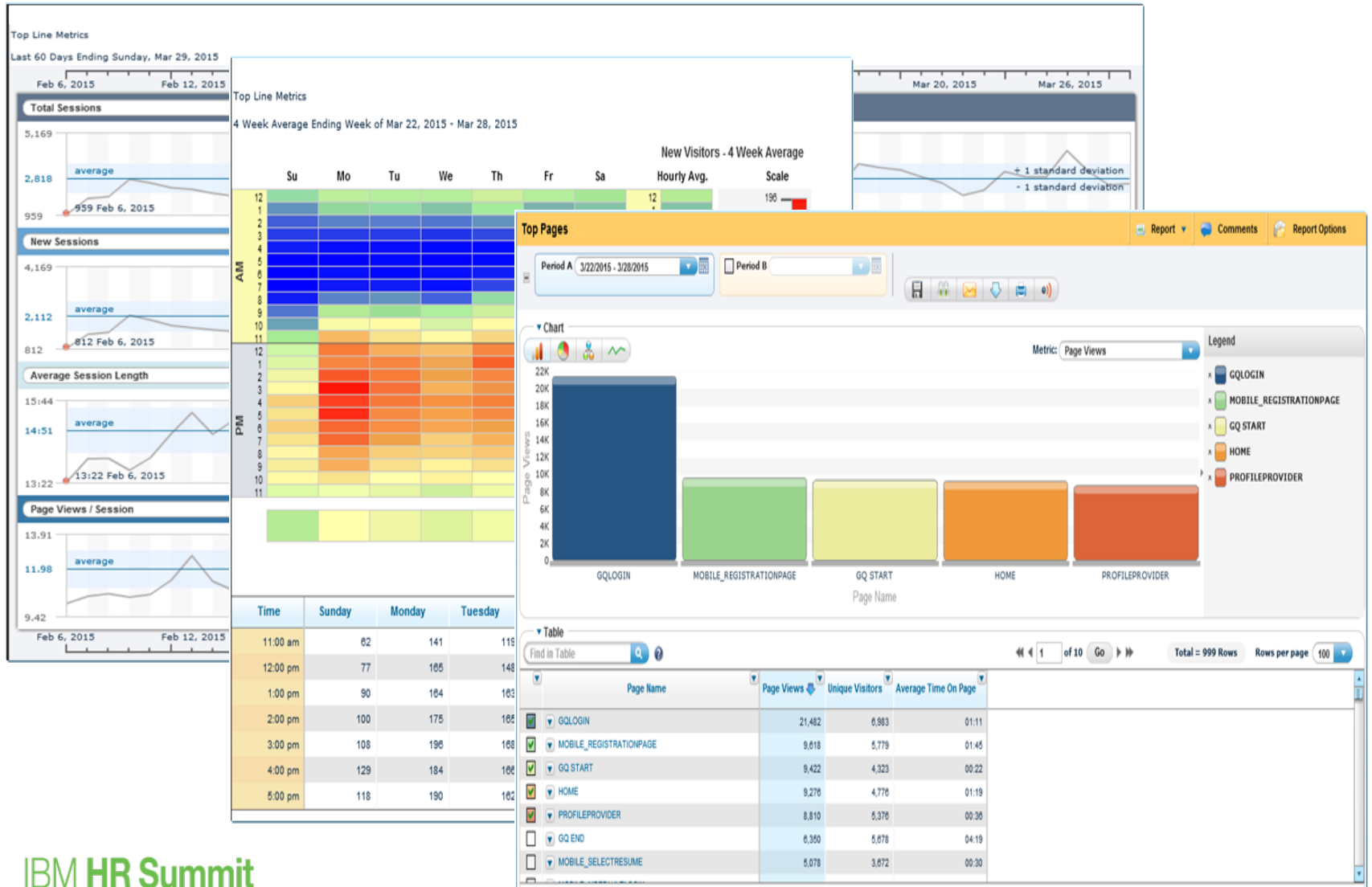
Please hand me a business card after this meeting.





# Data-Driven Recruitment

# Job Seeker Behavior Metrics



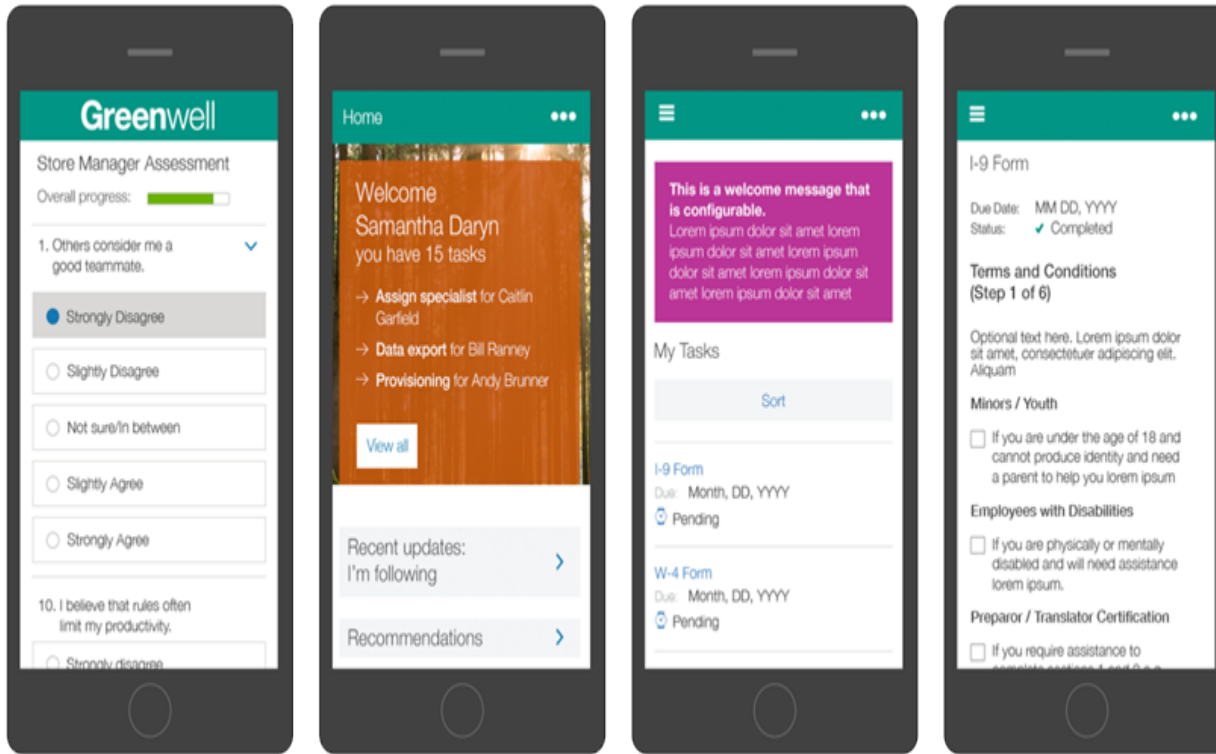
# Why Job Seeker Behavior Metrics?

The IBM clients who are using Job Seeker Behavior Analytics today have learned helpful insights like – **candidates who use their mobile interfaces are 24% less likely to drop off than those who use a desktop.**

HR Leaders see analytics as their top priority, however; nearly 90% believe they are not fully ready to take on the opportunity\*

Global Human Capital Trends 2015 Report, Deloitte, 2015.

# Mobile Optimize – Responsive Design



86% of active candidates use their smartphone to begin a job search

82% of organizations don't have job posts optimized for smartphone

# Example

- Two brands have seen candidate completions increase from 55% to 97% after mobile optimization
- Overall, almost 19% increase in total candidates with only 4 of 6 brands on Mobile (May – July: non-peak hiring)
- Candidate calls to the Support Center:
  - 5% decrease after 1 brand went live
  - 25% decrease after 4 brands live
  - The number of candidates applying has increased





# Measure what matters, Uncover what works!

## Business Problem:

Customer had problem with applicant flow since go-live. They have shown extremely high drop-off for their teacher applications. No sure way of identifying what the problem was, only circumstantial information

## The Need:

Uncover and accurately pinpoint the problem

## The Solution:

- With Digital Analytics, they identified the issues
- 1 page in their GQ workflow that was causing 10 – 20% drop off
- Their applicants seem to have issues on the resume upload page
- Approximate 30% of their job seekers are coming from mobile devices.

Customer took the time to adjust their GQs – removing the page that was causing so many issues and working with their internal team on the resume upload page.

Overall, the change to the GQ resulted in a 3% reduction in drop-off rate immediately.

# DIT is changing

Template Identity > Template Workshop > Template Summary

## Template Summary

If you are satisfied with the template, click **Save**. To make changes, click **Back**.

<b>Template Name</b>	Gender Diversity Report	
<b>Description</b>		
<b>Report Type</b>	Default	
<b>Default Time Zone</b>	(GMT-05:00) Eastern Time (US & Canada)	
<b>Public</b>	No	
<b>Output Fields</b>	First name   Last name   Gender - Code   Country   Requisition Number   Current HR status	
<b>Applied Filters</b>	<b>Filter</b>	<b>Criteria</b>
	Date Open	01-Mar-2015 to 08-Mar-2016

Select a save option: Save template in library

Delivery Type: FTP  Discover Talent Insights

Print

< Back

Save

Cancel

## Data Insight Tool: Managing Templates

My Template Library My Scheduled Jobs My Ad Hoc Jobs View Report Templates

Delete Job

Show 10 entries

Search:

Showing 1 to 1 of 1 entries

The following result, generated within the past 14 days, is available for download:

**Gender Diversity Report**  
This result has 4 rows of data.

Select a download format:

.csv in ZIP file

Download Cancel

Discover Insights

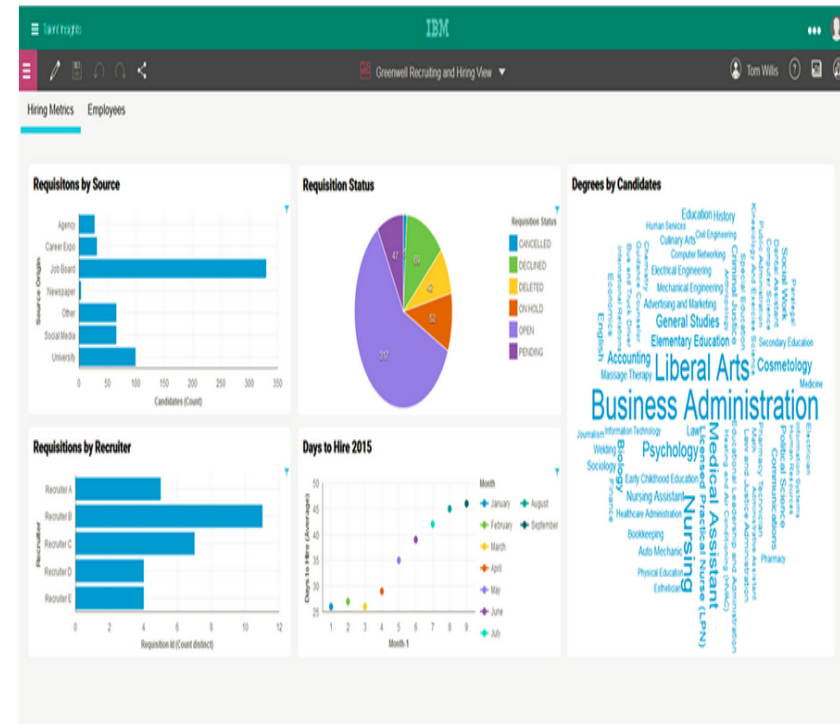
Status	Last Run Date
1. FTP Delivery	7-Apr-2016 10:14 AM [EDT]

First Previous 1 Next Last

# DIT-TI Integration

## Key Capabilities

- Ability to send all data from DIT to Talent Insights
- Able to create data visuals charts and graphs and save to dashboards
- Ability to schedule reports to automatically update dashboards within TI
- Can quickly share reports with key stakeholders
- Security based on DIT permissions



# IBM Kenexa Talent Insights

*A unified HR analytics experience to address any workforce challenge*

**Explore**

Discover answers to your toughest workforce questions

*...using any trusted workforce data.*

**Predict**

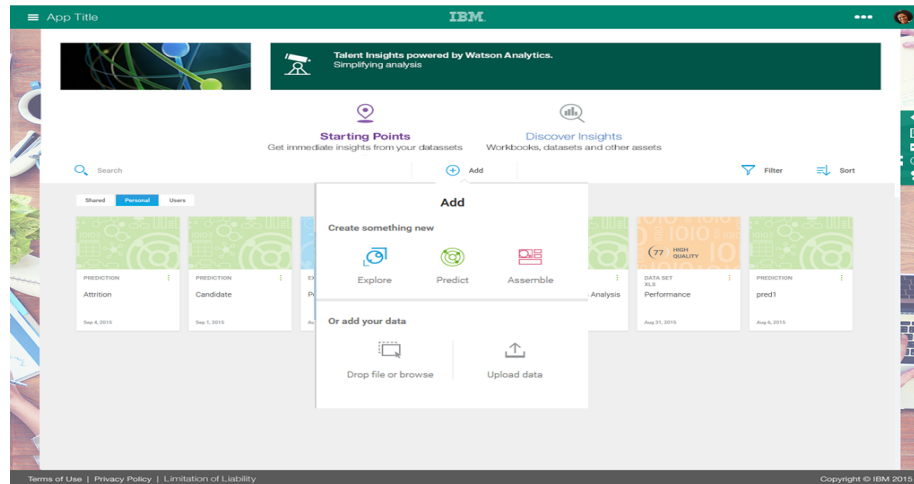
Predict outcomes and make confident decisions

*...that positively impact business results.*

**Share**

Share results with easy-to-consume dashboards and infographics

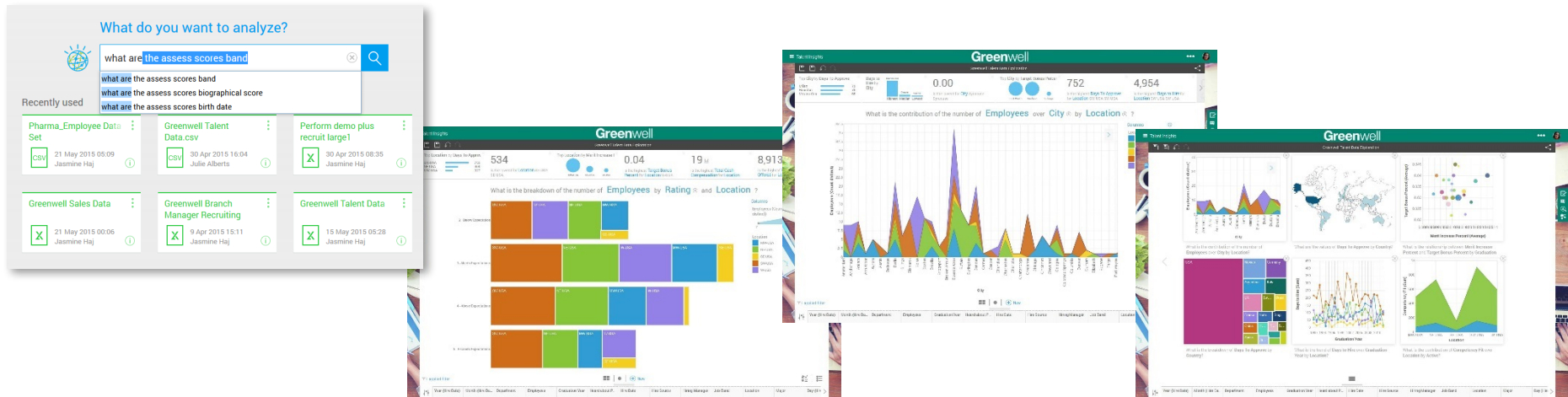
*...and be seen as a trusted advisor.*



# IBM Kenexa Talent Insights - *Explore*

*Reveal insights and opportunities in any workforce data*

- ❖ Start with a question based on knowledge of your data give you a head start!
- ❖ Additional relationships automatically suggested as your data and questions are learned over time
- ❖ Deep analytic skills not required

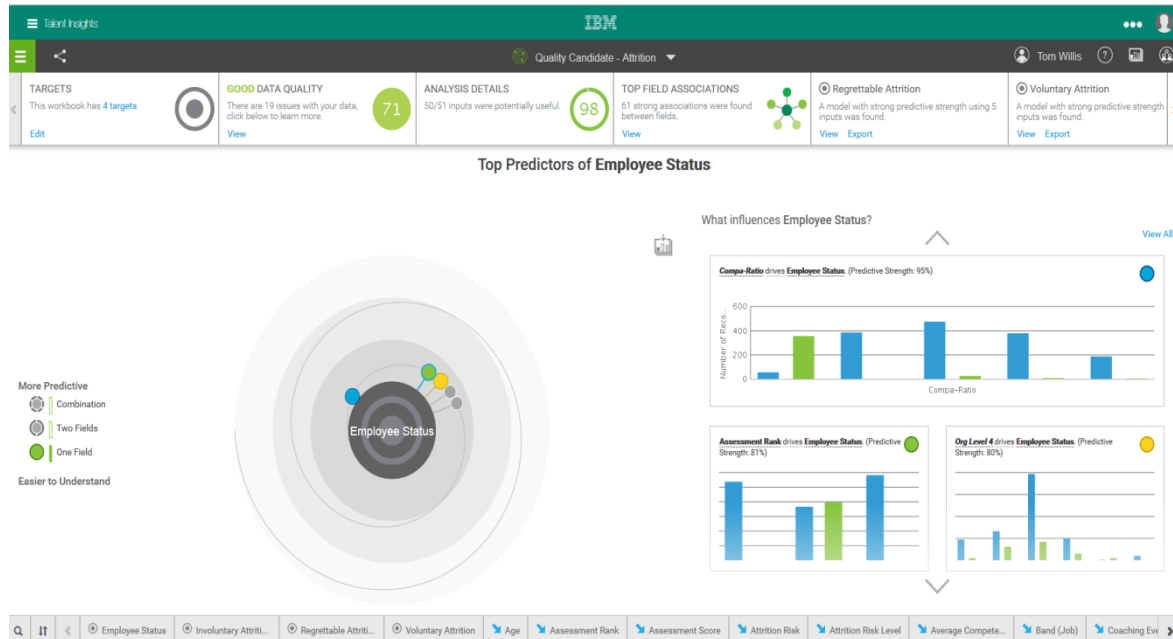


# IBM Kenexa Talent Insights - *Predict*

## *Predict outcomes and make confident decisions*

- ❖ Identify why an event is occurring
- ❖ Predict business drivers from workforce & business data instead of assumptions
- ❖ A “data scientist in a box” advisor to guide strategic workforce decisions

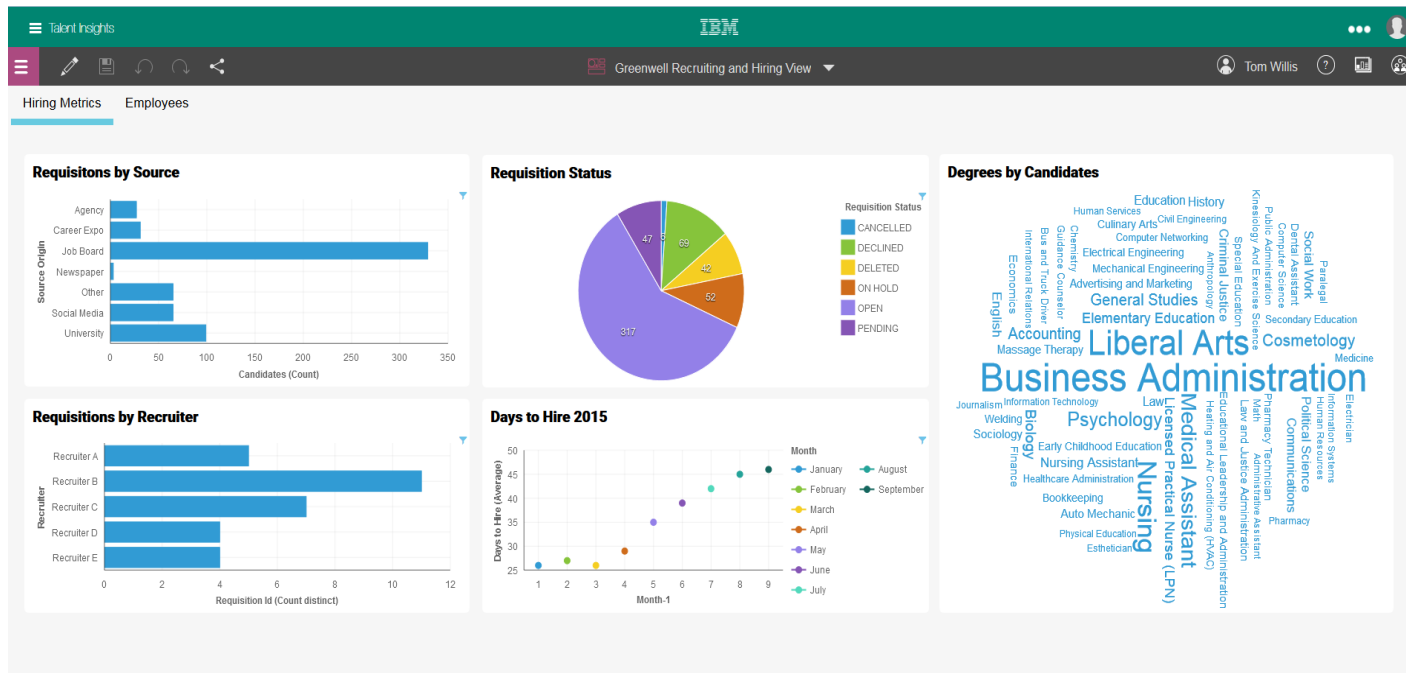
*“This takes my team weeks to get to the same point that you got to in minutes”*



# IBM Kenexa Talent Insights - *Share*

*Share results and be seen as a trusted advisor*

- ❖ Easily share results with others
- ❖ Dynamic interactive experience instead of lengthy HR reporting cycles
- ❖ Self-serve dashboards and visuals for all HR professionals



# The future : Rethink HR for the Cognitive ERA

## How IBM Helps CHROs with Three Critical Imperatives:

### Create. Inspire. Drive.

IBM helps you create culture, inspire the workforce and drive business strategy.



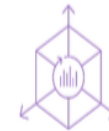
#### Find and hire the right talent for your evolving business

- ✓ Deep research, science and domain expertise for robust engagement
- ✓ Employees are more motivated to perform their best work.
- ✓ IBM helps you give them a unique workplace experience.



#### Create new ways to engage and develop your talent

- ✓ A worldwide, end-to-end HR transformation partnership model
- ✓ Through IBM Design Thinking, IBM will use a new approach to develop breakthrough ideas and solve your toughest HR problems.



#### Transform your HR services for the cognitive era

- ✓ World's first and largest cognitive consulting practice
- ✓ 1,000 cognitive consultants, growing to 3,000 by year end
- ✓ 20,000 analytics specialists

#### Understand your employee with:

- Talent Acquisition solutions
- Recruitment Outsourcing
- Employee branding
- Collaboration & Digital solutions
- Talent Analytics

#### Engage your employee with:

- Talent Experience & Engagement
- Employee Voice
- Talent Development
- Personalized Learning
- Open HR Platform
- Talent Frameworks
- Talent Analytics

#### Optimize your HR Operations with:

- HR Transformation & Optimization
- Cloud HCM
- Digital Change Management
- Talent Analytics
- Cognitive HR





# Select Candidates

Compare my list (0)

Schedule interviews

Add the candidates you would like to further analyze and compare to your list. Watson has found 100 best matches from 1,000 candidates based on the attributes listed. You may choose from here or from the excluded candidates tab.

Best matches (100) Excluded (900) My candidate list (6)

Sort by: Best match



## Attributes

Hide attributes

- Selling
- Negotiating
- Sales forecasting
- Knowledge of product line
- Sales closing and agreements

### Watson's Top 3 Candidates

**Dan Vinsky**  
Sales Manager

Differentiating attribute:  
Selling

98%

Add to list  View details

**Mary Ruiz**  
Sales Manager

Differentiating attribute:  
Sales forecasting

98%

Add to list  View details

**Terry Alexander**  
Sales Associate

Differentiating attribute:  
Knowledge of product line

98%

Add to list  View details

### More High Ranking Candidates

**Joe Peterson**  
Sales Manager

Differentiating attribute:  
Negotiating

98%

Add to list  View details

**Carol Scott**  
Sr. Sales Manager

Differentiating attribute:  
Knowledge of product line

98%

Add to list  View details

**William Hanson**  
Sales Associate

Differentiating attribute:  
Selling

98%

Add to list  View details

**Ronald Mendez**  
Sales Manager

Differentiating attribute:  
Selling

50%

Add to list  View details

**Mary Simpson**  
Sales Manager

Differentiating attribute:  
Selling

50%

Add to list  View details

**Ruth Nguyen**  
Jr. Sales Associate

Differentiating attribute:  
Negotiating

50%

Add to list  View details

# Select Candidates

Compare my list (0)

Schedule interviews

Add the candidates you would like to further analyze and compare to your list. Watson has found 100 best matches from 1,000 candidates based on the attributes listed. You may choose from here or from the excluded candidates tab.

Best matches (100) Excluded (900) My candidate list (6)

Sort by: Best match



## Attributes

Hide attributes

- Selling
- Negotiating
- Sales forecasting
- Knowledge of product line
- Sales closing and agreements

### Watson's Top

**Dan Vinsky**  
Sales Manager

Add to list

5 out of 5 attributes matched

Differentiating attribute:  
Selling 98%

Add to list [View details](#)

### More High P

**Joe Peters**  
Sales Manager

Add to list [View details](#)

Differentiating attribute:  
Negotiating 98%

All attributes:  
Selling 98%  
Negotiating 80%  
Sales forecasting 92%  
Knowledge of product line 80%  
Sales closing and agreements 82%

**Terry Alexander**  
Sales Associate

Add to list [View details](#)

Differentiating attribute:  
Knowledge of product line 98%

**William Hanson**  
Sales Associate

Add to list [View details](#)

Differentiating attribute:  
Selling 98%

**Ronald Mendez**  
Sales Manager

Add to list [View details](#)

Differentiating attribute:  
Selling 50%

**Mary Simpson**  
Sales Manager

Add to list [View details](#)

Differentiating attribute:  
Selling 50%

**Ruth Nguyen Jr.**  
Sales Associate

Add to list [View details](#)

Differentiating attribute:  
Negotiating 50%

# Ask Myca



Hi Marilyn, I'm Myca what can I help you with today?

Ask a question...

Ask

What can I ask?

# Ask Myca



What can I ask?

No problem, here are some questions I am trained on.

What are some learning suggestions for my role?

What are some recommended career paths?

How can I get a promotion?

How do I go about getting a mentor?

What job openings match my skills?

More Questions

Ask a question...

Ask

What can I ask?

# Ask Myca



What job openings match my skills?

More Questions

What job openings match my skills?

Sure thing, here are some job openings that appear to match your skills.

Band 7 iOS Developer

Band 7 IT Specialist

View Top 10

Ask a question...

Ask

What can I ask?

### Ask Myca

Band 7 IT Specialist

View Top 10

Thanks Myca! Could you show me some learning recommendations for the iOS Developer role?

No problem, here are some key skills related to iOS Developer positions.

Xcode

Swift

View All

Wow! Thanks again

Ask

What can I ask?

### 10 Job Opportunities

Receive New Job Alerts

Band 8 iOS Developer

Analytics | Andover, Massachusetts



Details

Apply to Job(s)

Band 8 Application Developer

GBS | Chicago, Illinois



Details

Apply to Job(s)

Band 8 Data Specialist

GBS | Multiple Cities & States



Details

Apply to Job(s)

Band 8 Software Developer



### Career Navigator

#### Planned Career Path

Starting Job Role

Band 8 Software Developer

Details

Change Starting Role

+ Select Next Possible Career Path



ANY  
QUESTIONS  
?