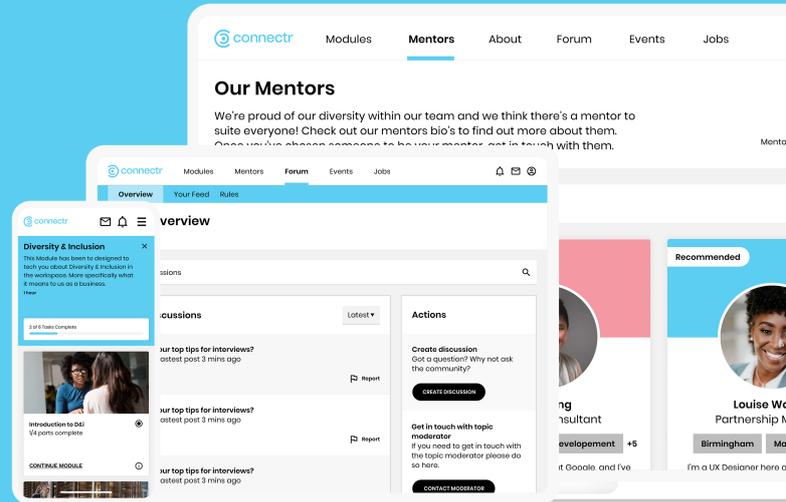


# The platform to engage, hire and onboard diverse talent.



## The talent landscape

The best talent is always in demand. And when seeking the best and most diverse talent, the challenge is significant. So, how can businesses rise up to this challenge?

## Belonging and candidate experience

- When engaging and hiring great and diverse talent, there are two elements that employers need to get right. Firstly, deliver a great candidate experience that incorporates speed, communication and personalisation. Secondly, build a sense of belonging throughout the recruitment journey that authentically showcases the roles available and what it's like to be part of the business.
- Currently, only 25% of HR decision makers wait until candidates arrive in the business to start building a relationship.
- Yet candidates who feel like they belong in their organisation are 97% more engaged and motivated.



## The solution

Leveraging technology through Connectr delivers a 5-star candidate experience at scale, whilst building this crucial sense of belonging and inclusion that sets future talent up for success – all before they land in the business.

## How does Connectr do this?

- **A fully-branded platform**, exclusive to your business. Connectr delivers a bespoke, personalised experience to candidates they're not getting elsewhere.
- **Digital Modules** – Candidates access learning support and resources whenever they need it, plus powerful user insights are provided into what different candidates want and find most valuable.
- **Digital Buddies** – Authentically showcase available roles and provide insight into company culture by giving candidates always-on access to existing talent in your organization before they arrive. All buddies are supported and trained, are able to control their time spent, and empower candidates to visualise themselves in the business.
- **Jobs and Events** – Promote in-person and virtual events and roles as they go live to your talent pool.
- **Forums** – During the onboarding journey, keep incoming talent engaged whilst allowing them to connect with one another ahead of day 1.
- **Reporting** – Track and measure campaign success in real time by individuals, specific diversity groups, or across the whole candidate cohort. Monitor user behaviour trends to maximise activity across the recruitment journey.

## Impact

**41%** increase in female hires

**67%** reduction in renege rates

**93%** user engagement

**4.7/5** user rating

**81%** engagement with digital mentors

**35%** increase in hires from minority ethnic groups

Connectr users are over **15x** more likely to be hired than other candidates

“Through the online modules and digital mentoring, it allowed the graduates to get an insight into the culture of Three (something that we’re really passionate about!) – one of our recent graduates said that this insight was the main reason they didn’t accept any other offers.”

Three

“My mentor was very communicative, warm, and answered all of my questions with engagement. This is really good because it makes me feel more confident in applying to the role.”

Connectr user

“Quick responses and great information. My mentor made me feel so at ease about starting my apprenticeship.”

Connectr user

Deliver the best and most diverse talent into your business through Connectr.

Request a demo today.



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