The Ultimate Guide to Recruitment Marketing Tech Adoption

A roadmap to CRM success

Recruitment marketing tech adoption is critical to drive business success

82% of organisations struggle with adoption.[1]

HR and TA teams need to work faster, and smarter to attract, engage and hire in today's worker economy. And we know that's not easy. That's why organizations invest in recruitment marketing technology.

The problem is, 82% of organisations face adoption challenges. When the tech isn't meeting its full potential, our recruitment teams suffer.

At Symphony Talent, we want to change that scenario and support you in automating tasks to enable your teams.

Roopesh Nair
CEO & President,
Symphony Talent

"You have the power to drive business success and create joy at your organisation by ensuring your recruitment technology works in ways that are more intelligent and productive. When you buy, implement and adopt recruitment technologies like a robust CRM, you empower your teams to hire the best people for your organisation — and often, those people are already in your talent network. "

SYMPHONY TALENT

Reduce Manual Tasks, Drive Recruitment Tech Adoption

To amp up your candidate engagement strategies and implement tech adoption across your TA/HR organisation, you will need to follow these steps on your roadmap to success:

Understand the pieces of successful tech adoption

Lean into the power of planning with adoption best practices

Vocalize how a CRM strengthens your hiring strategy

Bring it all together with partnerships that reinforce your tech stack

Debbie Tuel
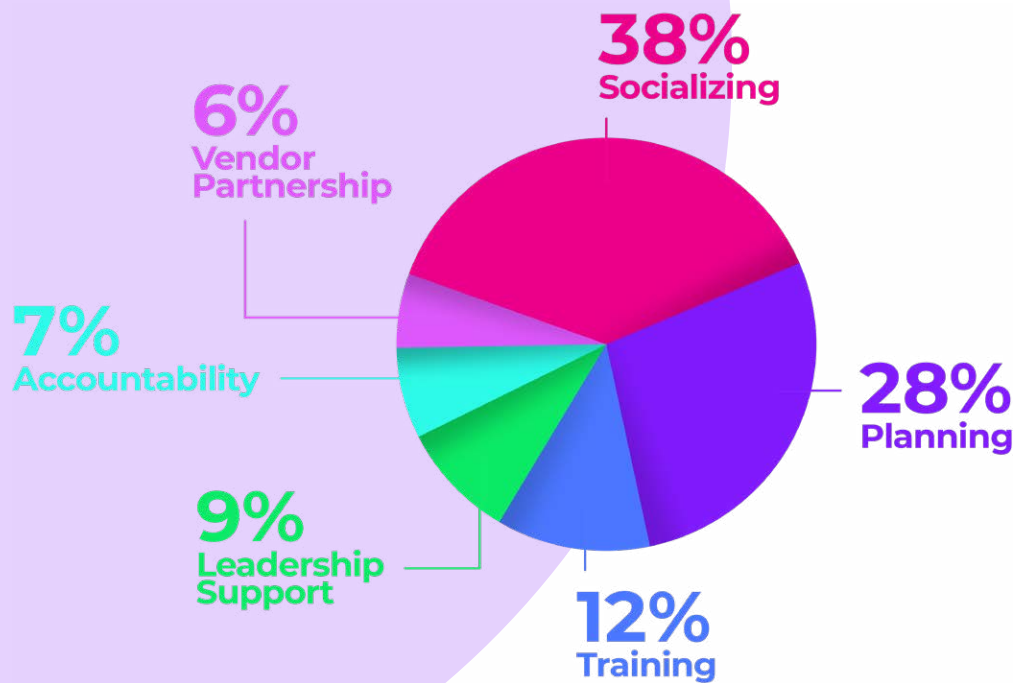Chief Joy Officer, Symphony Talent

HR technology should be game-changing— that's why our Symphony Talent mantra is 'Automate and Empower.' Yet, the reality is that only 27% of organisations feel that HR tech effectively changes work behaviours.

We need to work together to build a workforce and culture that increases adoption and, in return, drives business success and joy.[2]

SYMPHONY TALENT

Understand the pieces of successful adoption

To help dig into the pieces of successful technology adoption, Symphony Talent interviewed a sample group of global talent leaders with extensive experience in large technology implementations.

Quickly patterns developed.

38% Socializing

6% Vendor Partnership

7% Accountability

9% Leadership Support

12% Training

28% Planning

These are the common themes that TA leaders emphasised in describing successful implementation and adoption. [3] Click here to check out the full research and dig into these patterns.

PRO TIP: Know where you are today as adopters of technology and change so that you know the level of effort needed going forward.

3. Symphony Talent Research, 2021

The Power of User Experience

The top areas where adoption pitfalls occurred have one obvious thing in common: they involve people.

To ensure successful adoption of technology, you need your team to want to use it, see the benefits and understand how it helps them in their day-to-day.
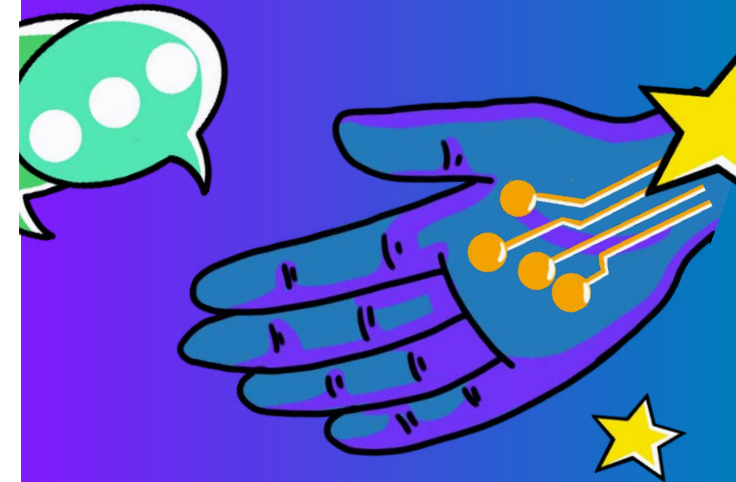
"Adoption is just one part. The bigger goal is developing a workforce and culture that hone the types of relationships, behaviors and skills that speed innovation. If the work culture doesn't support the change—people can feel left out, mistrusted, or they could work against change."

–PWC

Lean into the power of planning with adoption best practices

Adoption is not one-size-fits-all. However, the 82% who struggle with adoption challenges link to poor planning—less about the plan itself, but rather the preparation exercise. To avoid the same adoption curve, analyse the situation.

Before selecting or introducing the technology, understand your business processes, map it out, and build your plan against that. It's time to understand what pain points your hiring managers, recruiters , sourcers and IT department feel in their day-to-day.

How your recruitment marketing technology vendor can help you:

The recruitment technology you select can help automate those time-consuming tasks and alleviate your IT department's time supporting new technologies. A genuine recruitment marketing tech provider will be your partner from purchase to implementation to everyday use cases. (And not just pop in for renewal time).

To improve user experiences and adoption across the board, **your selected vendor must be present from the start and begin with the very first step of technology**

How do you measure implementation success?

Ensure a regular cadence of check-ins to stay on track, mitigate risks and measure success metrics.

At Symphony Talent, we have an open-door policy where our customers can share feedback at any time or discuss any concerns with their appointed customer success manager. At the end of implementation, we send out a survey asking our customers to be as transparent as possible around what went well or where we can improve.

The Power of Planning

Core Phases of Implementation:

Discovery:

- Checklist to prepare for implementation
- Recruitment Marketing Framework discussion
- Planning Session
- Customer interactive, instructor-led training
- Business Requirement Workshops
- Review of decision points and best practices
- Draft Project timeline

System Design:

- Finalize Decisions
- Create Specifications
- Finalize Project Plan
- Sign-off on plan & specifications
- Plan training and rollout

Development:

- System configuration
- Web Page development
- Create UAT test plan

Testing:

- System Unit Testing
- User Acceptance Testing
- Resolution of findings
- Customer Sign-off on Configuration

Training:

- Execute on end user training plan

Launch:

- Go Live readiness / Production approval
- User accounts made available
- Transition to Customer Support
- Continue with any phase II items

The power of planning

To guarantee the implementation is a long-term success, it is critical to document and share key performance indicators (KPIS) and understand how to appropriately measure success of your candidate relationship management (CRM) programs.

Recruitment metrics every TA team should know:

Today's talent acquisition leaders can benefit greatly from recruitment marketing tools that capture and analyse data. Having that information at hand greatly reduces the guessing game involved in hiring, helps you understand how your team is performing and lets you deliver the personalised, candidate-centric experience that attracts and retains the right hires. Additionally, having recruitment metrics saves HR professionals time and effort that's better put toward fostering relationships.

What are the top recruitment marketing metrics your team should know?

Application Completion and Drop-Off: Knowing the number of applications that have been started versus the number that were completed is key to understanding your pain points as a company — as well as identifying areas that need improvement.

Channel Efficacy: Understanding top performing job boards ensures your team uses their time and budget wisely.

Hiring Costs: Having a solid answer to the cost of individual versus collective hires helps you make informed decisions about budget allocation based on clear, identifiable results.

Offer Acceptance and Rejection Rates: Breaking down metrics that detail the number of offers accepted versus offers extended reveals is valuable — particularly if the acceptance rate is low.
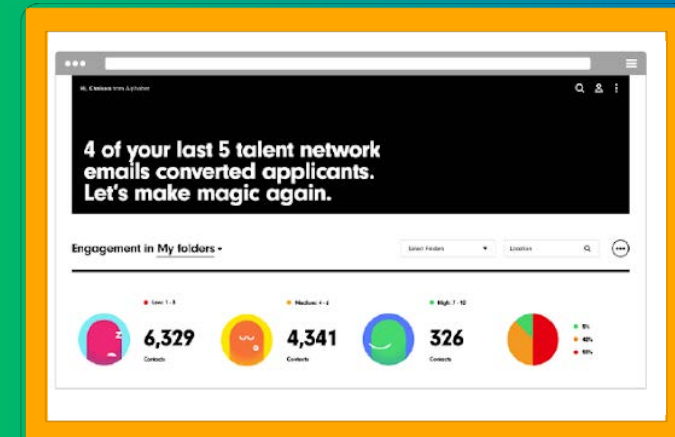
Ratio of Open Jobs to Filled Positions: Gaining insight into the number of open jobs versus those that have been filled — particularly in relation to recruiter or job category — lets companies adjust their approach, with the goal of reducing vacancies and raising the number of filled positions.

Symphony Talent Research, 2021

The Power of KPIs

Top CRM KPIs

- Talent Network information

- Total Network size

- Number of profiles added

- Segmentation - Profiles by location, Profiles by Areas of Interest

- Profile details downloadable to .csv

- Messages Overview Report details the performance of each email campaign

- Relationship Marketing KPIs:

    - Emails Delivered

    - Bounces

    - Bounce Rate

    - CTR

    - Email Opens

    - Email Clicks

    - Open Rate

- Applications attributed to emails sent

- Hires attributed to emails sent from

4 of your last 5 talent network emails converted applicants. Let's make magic again.

Engagement in My folders

6,329   4,341   326

Vocalize how a CRM strengthens your hiring strategy

Once you have your CRM implemented and know how to track success, you need to ensure your team is using the right tools to strengthen your overall hiring strategy.

AKA you need change management for your team to buy in and use the system.

The framework: the following frames up why a CRM should be adopted.

Instead of operating in reaction mode, recruitment marketing software allows your teams to be proactive and stay ahead of talent needs (even during the Great Resignation).

Creating purpose-built talent pools ensures you have a constant flow of best-fit candidates.

The execution: the following quickly describes how talent pools help you hire.

Identify key positions and skills needed at your organization:

By categorizing talent pools you can quickly segment based on current and future needs

Organize talent pools based on growth areas:

Areas to consider include priority roles, departments, education level, skills, interest, location, work experience

Engage with people in your networks:

If you don't communicate with your pipelines, why have them?

Are you keeping candidates interested?

43% of Fortune 500 companies have talent networks, but only a tiny fraction actually use it to build relationships with potential hires. Just 10% automate email reminders to complete an open application, and only 8% send any content besides job listings.

Symphony Talent Research, 2021

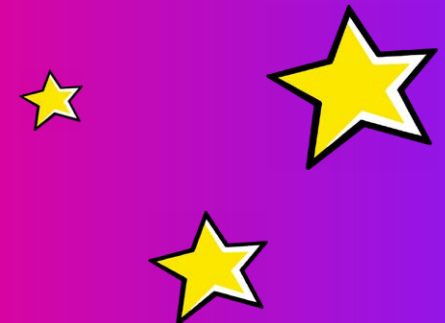## The Power of Recruitment Marketing

To achieve high-impact, high engagement with your talent networks, look to your recruitment marketing content strategy.

Example Content to Send to Talent Networks

- Newsletters with open roles and spotlights on priority roles

- Employee testimonials and videos

- Job alerts sent automatically for new postings

- Organizational information including new products, updates, acquisitions, etc.

- Event updates and press releases

- Internship programs, educational services, benefit features

PRO TIP: Identify power users and ask them to model adoption best practices and share tips.

Get Recruitment Marketing Strategies Report

Vocalize your hiring strategy continued...

Socialize the benefits of your CRM by focusing on the features that help automate tasks.

Top CRM features that your team can get hyped about:

- Find best-fit candidates with recommendations that match specific pipelines or jobs by skills, experience and brand engagement

- Create new landing pages, quickly, and launch multichannel recruitment campaigns

- Auto-segment candidate audiences into specific pipelines - e.g. Campus, Executive, Hourly, Internal - and sort by folders, tags, or jobs

- Measure effectiveness of recruitment marketing strategies to drive high-quality candidates to applicant tracking systems

- Review, at-a-glance, how your sourcing and recruiting strategy is performing as a whole with dashboards. (Dashboards also highlight the impact of automation while providing the launch points for empowering quick actions)

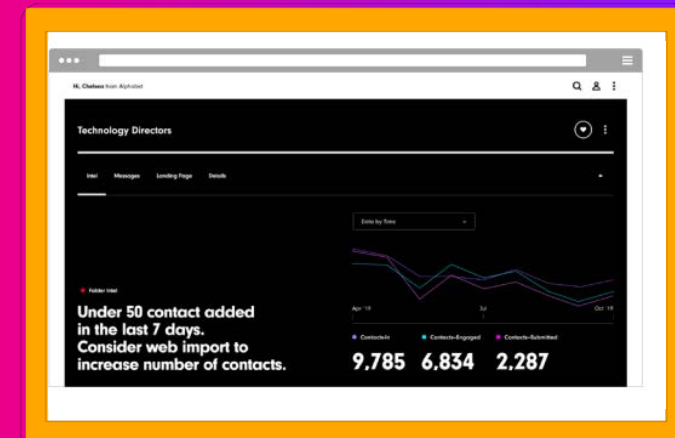**How can you support your recruitment tech users in adapting to new technologies and the new talent landscape?**

[Check out the latest user experience features and functionality that empowers your team here.](#)

The Power of User Experiences

"SmashFly was very robust, but sourcers didn't love to spend their time in it. This reimagined platform is robust, but also beautiful and empowering. We would love to accelerate our global transformation with you."

–IBM

Technology Directors

Intel   Messages   Landing Page   Details

Data by Time

Folder Intel

Under 50 contact added in the last 7 days. Consider web import to increase number of contacts.

9,785   6,834   2,287

How a communications organisation adopted a CRM

At T-Mobile, there were several new systems in place that were not being used. They had 2 different CRMs, four different systems that made up the career site, job distribution, countless numbers of media solutions, and an ATS that no one liked. They found very quickly that, even though a CRM was implemented, the tools weren't in place. They had to dig into what was happening behind the scenes, to make sure the technology is as simple as possible for the widest group of users.

Symphony Talent Research, 2021

The Power of Adoption

The challenge:

T-Mobile had no talent community, a system that was difficult to modify, multiple different tools and systems to make up the talent landscape. There were 1,000+ people in the sourcing reqs and the reqs were open for upwards of a full year, with the need to simplify and improve that experience. T-Mobile also had a long and intensive application experience, upwards of 45 minutes, and the application was not a mobile-first design.

The solution:

T-Mobile and its acquired company, Sprint, brought together what were previously 3+ separate platforms operating in silos, CRM-like system, career site, and job distribution through SmashFlyX.

The result:

With SmashFlyX, T-Mobile not only has access to data, but data from the talent community, giving them the ability to source that talent effectively, track where the talent is coming from, and automate the recruitment marketing process.

Bring it all together with partnerships that reinforce your tech stack

A strong partnership and integration strategy offer great experiences to candidates, employers, and employees by bringing together an ecosystem of solutions that are experts in their fields.

Top partnership questions to kickstart your integration conversation:

1. Why are partnerships important for tech adoption?
When adopting new technology, you need to break down how all of the systems talk to one another. When you create a seamless transaction between recruitment technology systems, you ensure data integrity and automate recruiter tasks. Then you have user buy-in and create a system people will want to work in.

2. How do partnerships benefit CRM users?
Not only does tech adoption generate higher productivity levels for TA and HR teams, but it also helps to ensure that you're not missing out on candidates. When your CRM is overlaid atop your ATS while incorporating jobs as well, candidates encounter a personalised experience that conveys your employer brand, as well as data-fueled personalisation throughout the application process. The result is a boost in applicant completion rates and a decrease in candidate drop-off. Additionally, it's not just candidates who benefit. On the recruiter side, there's clear visibility into the largely automated process.

3. How do integrations save users time?
Manual data entry is a thing of the past. Today's world expects time management to be uncomplicated. By integrating recruitment technologies, TA professionals focus on the human elements of their job (the most important) and not the mundane tasks of data integrity.

> **Integration Capabilities**
>
> Symphony Talent's leading recruitment platform embraces an open-source world and open APIs to make it easy for our customers to integrate the world's best tools with our system.
>
> Learn more about our API capabilities here.

Symphony Talent Research, 2021

The Power of Partnership

Successful implementation and adoption starts with a strong technology partner and a reliable platform.

Top benefits of integrated recruitment software include:

- Increased security

- Streamlined data and analysis

- Higher productivity

- Faster hiring

Craig Barnett
Head of New Client Strategy,
Symphony Talent

"Alliances in technology, especially in SaaS, are crucial for maximising the potential of your tech stack. To get a true understanding of how tech works together, speak with your vendor. A true partner can breakdown the strategy from purchase, through implementation all the way to daily use cases."

Hello, quality candidates.
Goodbye, black hole.

A quick look at core CRM features:

The Dashboard
Build personalized views that drive adoption and help team members see instant insights, take action based on intuitive recommendations and always have a next step for their jobs, campaigns and pipelines.

Talent Discovery
Source from your own database of interested talent, silver medalists and employees for quicker time to find, plus trigger campaigns.

Email Editor
Market like a pro with a simple drag-and-drop email builder, smart list segmentation, and scheduling.

Talent Mobility & Referrals
Create pipelines of internal and referred candidates, then customize job alerts, email campaigns and workflows to personalize their experience.

DEI Plugin
Detect conscious and subconscious bias in content, including job descriptions and campaign content.

Pipeline Intelligence
Match priority talent faster with skills and engagement scoring, then target campaigns to increase awareness and conversion.

Smart Sourcing
Move and scale faster by auto-segmenting candidates into pipelines for nurture and save searches to quickly access warm leads.

SMS Campaigning
Send SMS text campaigns for direct engagement and faster response time.

Virtual Events & Interviews
Create a scalable experience for every event, capturing talent onsite and tracking ROI to hires.

Talent Network
Auto-pipeline new leads from the career site, events and in the apply flow to never lose a contact and develop relationships and complete profiles over time.

Drip Campaigns
Design custom if/then workflows that respond to specific candidate behaviors or attributes.

Chat Assistant
Capture talent on your career site and create a new contact, without any recruiter action.

Contact Timeline
The Contact Timeline feature in the SmashFlyX CRM will allow users to view a contact(s) the entire history of relevant recruitment marketing behavioral "touchpoints" in chronological order from when the contact first joined the talent community.

READY TO CONNECT?
Let's bring your talent experience to life.

SYMPHONY TALENT