

## Social Recruiting Automation with Oracle Taleo Social Sourcing Cloud Service



- Referral candidates are 54 times more likely to result in a hire than a job board applicant.
- Hires from referrals have a 25 percent higher retention rate than hires from other sources.
- Referral hires are one-tenth the cost of hires that required third-party recruiters.

Human resources executives know that one of the surest paths to sourcing strong candidates is through employee referrals. But getting referrals has not always been easy. Cash bonuses for successful hires and blind corporate memos about open positions are timeworn strategies of referral motivation that tend to generate lackluster results. However, when employees' social networks are added to the mix, the quality and quantity of referrals begin to increase.

### Using Oracle Taleo Products to Automate Social Recruiting

Designed to boost the number and consistency of referral candidates, Oracle Taleo Social Sourcing Cloud Service is a referral recruiting tool integrated with leading social networks such as Facebook, LinkedIn, and Twitter. It is also fully integrated with Oracle Taleo Enterprise Cloud Service and Oracle Taleo Business Edition (TBE) Cloud Service. Powered by a referral marketing engine, Oracle Taleo Social Sourcing Cloud Service sends open positions to employees and scans their social connections to make referral suggestions. Oracle Taleo Social Sourcing Cloud Service's game-like mechanics make the process easy for referrers and applicants. Because applicants are fully tracked in other Oracle Taleo products, you have a level of visibility into your referral program that has never been possible before.

With Oracle Taleo Social Sourcing Cloud Service's dashboard and seamless integration with other Oracle Taleo products, recruiters see referral statistics in real time, as well as a live activity feed of referral activity. The rich reporting capabilities of all the Oracle Taleo products help you identify your best referrers and rank referrals with all other sources of hire to give you a full picture of your most effective recruiting channels.

Oracle Taleo Social Sourcing Cloud Service turns your human resources department into a referral machine that grows the number of top-quality candidates over time to yield the finest hires with no active sourcing effort required from recruiters.

### The Benefits of Proactive Referral Programs

Proactive referral programs that leverage social networks yield better candidates. By leveraging employees' social networks, recruiters can access passive candidates and high-quality candidates that might otherwise be difficult to reach. An additional financial incentive is the fact that employees hired via referrals require much less recruiting spend.

- **Inspire viral job sharing.** If companies tap their employees on the shoulder in an intelligent and inviting way and ask them to recommend open positions at the company to their friends, they will.

## Oracle Taleo Enterprise Cloud Service

Leading organizations worldwide use Oracle Taleo Enterprise Cloud Service solutions to attract, develop, motivate, and retain their workforce for improved business performance. With these solutions, organizations can increase process efficiency, improve quality of hire, reduce risk, and return financial results.

### Related Products

- Oracle Taleo Analytics Cloud Service
- Oracle Taleo Development Planning Cloud Service
- Oracle Taleo Goals Management Cloud Service
- Oracle Taleo Learn Cloud Service
- Oracle Taleo Onboarding Cloud Service
- Oracle Taleo Performance Management Cloud Service
- Oracle Taleo Recruiting Cloud Service
- Oracle Taleo Social Sourcing Cloud Service
- Oracle Taleo Succession Planning Cloud Service

With the viral job-sharing functionality in Oracle Taleo Social Sourcing Cloud Service, employees can easily share jobs via social networks and e-mail with their friends, and friends of friends, who have matching skill sets. As employees' social networks grow, so does your talent pool. You can stop paying for job posts and let social networks do the work.

- **Engage passive candidates.** You can inform your employees of open jobs with the e-mail engine in Oracle Taleo Social Sourcing Cloud Service. Your jobs will be automatically scraped, matched, and sent to relevant employees who can easily forward them to friends. Warm recommendations consistently lead to employees' friends—often passive job seekers—applying for jobs within a day of receiving the recommendation.
- **Reach quality candidates.** High-quality candidates are the currency of referrals. Referral candidates are 54 times more likely to result in a hire than a job board applicant and have a 25 percent higher retention rate.
- **Fill positions quickly and cheaply.** On average, companies who use Oracle Taleo Social Sourcing Cloud Service hire only 1 in 250 Monster.com applicants versus 1 in 20 referrals from Oracle Taleo Social Sourcing Cloud Service. Referral hires are one-tenth the cost of hires that required third-party recruiters.
- **Gain insight and control.** It's time to stop hoping and waiting for referrals. The recruiter administration screen in Oracle Taleo Social Sourcing Cloud Service provides data and insights to identify top referrers and take greater control of your referral channels' performance. Because it is seamlessly integrated with other Oracle Taleo products, Oracle Taleo Social Sourcing Cloud Service allows referral candidates and sources to be tagged throughout the recruiting, hiring, and onboarding processes.

## CONTACT US

For more information about Oracle Taleo Social Sourcing Cloud Service, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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