

# Transforming Recruitment to Thrive in the Age of the Freelance Worker

Future Ready Insights for  
HR and Recruitment Leaders

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# Growth with Agile Talent

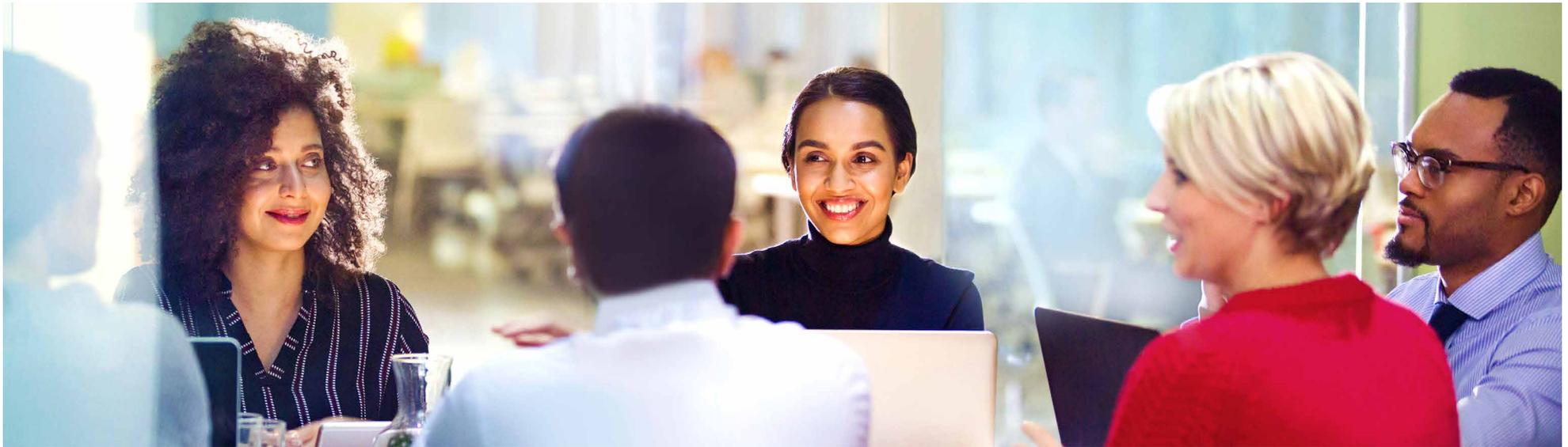


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Modern recruiting is increasingly challenging as organisations manage the transition to become data-driven, automated and streamlined. Hiring new employees is an expensive part of this process and should a company make a mistake, the costs could be higher than simply trying to find a replacement.

To be future-ready leveraging data to identify and evaluate the right candidates is critical to growing an organization. The recent global survey report from Oracle, 'Building growth from Human Capital intelligence: Inside the minds of HR data leaders', discovered that organisations that have experienced significant growth are twice as likely to have completed agile talent initiatives.

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# Simplified, Value-added Recruitment



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Streamlining the application and interview process is important for the candidate and the company. Anshul Gupta, Director of Projects, Oracle HCM Cloud Practice, Cognizant Technology Solutions, informs that customers are increasingly asking for, “functionality that is available on any device from anywhere, offers collaborative and social capabilities, is compliant with local regulations around the world, can easily integrate with third-party systems, includes AI-powered innovations to enhance the hiring and employee experience, and is secure to give personnel, managers, and company leadership peace-of-mind.”

For example, ‘Oracle HCM Cloud’ keeps the candidate engaged and at the centre of every aspect of the recruiting process by providing quick information through digital assistants and voice interfaces. For the organisation, this gives access to a greater array of candidate pools and external channels, internal mobility opportunities, and AI matching to make more-informed, data-driven recruiting decisions.

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# Optimising Budgets & Controlling Spend

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A man in a white t-shirt and brown cardigan stands in a modern office, pointing at a large screen displaying a financial chart with green bars and lines. Three people are seated around a dark table, looking at the screen. One person has a laptop open. The room has large windows and a bright, airy atmosphere.

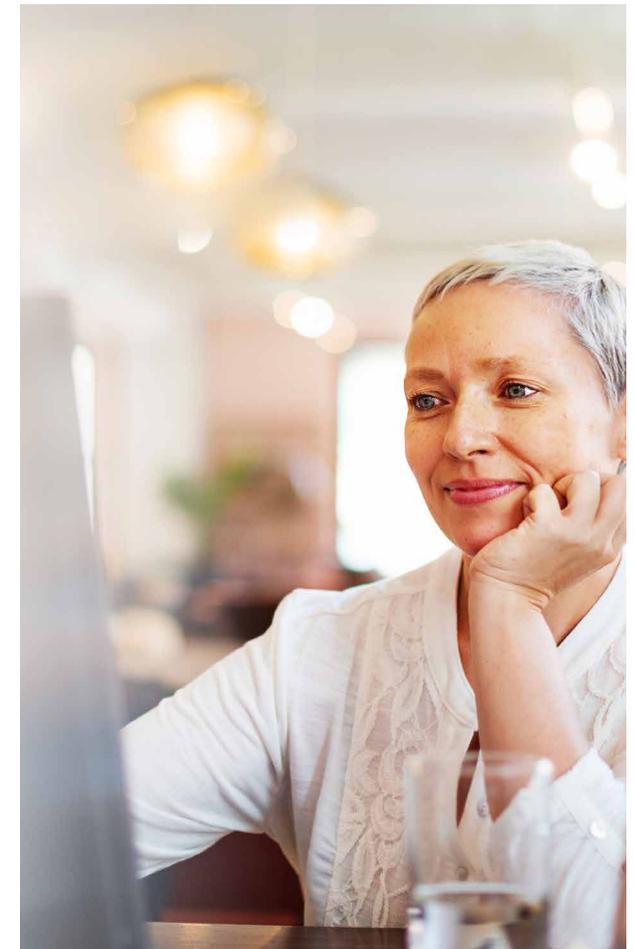
Without fast and reliable access to the same data, HR and Finance are not on the same page. Bringing finance and HR data systems together in the cloud empowers CFOs and CHROs to become even stronger business partners and enables higher-value contributions.

When Oracle teamed up with Argyle to produce the 2019 report ‘Unifying Finance and HR: unlocking their full potential’, the key findings included: “cloud-based information systems incorporate the human capital management (HCM) and enterprise resource planning (ERP) components that finance and HR rely upon, respectively, in a single, unified solution... allowing for easy sharing of information.”

This also helps to ensure compliance with employment law. For example, in the UK, important changes to the Employment Rights Act 1996, affecting payslip information from 6 April 2019, requires employers to include the total number of hours worked where the pay is variable, and that payslips must be given to ‘workers’ and not just employees. This makes automated, cloud-based systems a necessity for modern talent management.

Unified solutions provide HR and finance alike with a more comprehensive view of the business, enabling faster, more confident, data-driven decision-making. Businesses need to track how all their workers, not just traditional employees, impact corporate performance. According to Aberdeen, best-in-class companies are now over twice as likely to integrate their HR cost-planning capabilities with ERP budgeting tools.

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# Interview and Offer Management



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Online interview guides and questionnaires promote an objective, quick and simple interview process. The Oracle Recruiting Cloud utilises scheduling wizards to help quickly check calendar availability and confirm interviews with candidates and interview team, plus a library of configurable offer templates and automated approvals to streamline the offer process.

It's time to start "thinking in terms of relationships instead of tenures", advises Bill Boorman, Founder of Tru. "Retention of employment isn't really that important today, as long as you can retain those lasting relationships. How can we better focus on communicating the individual value of a job, instead of looking at broad and often irrelevant employer value propositions?"

An important part of job value is its flexibility. Oracle's 'Building growth from Human Capital intelligence: Inside the minds of HR data leaders' report found that organisations with flexible or mobile working initiatives have seen significant growth (32%) compared to only 15% of those with marginal growth.



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# Onboarding – New Hire Productivity



Successful onboarding is, therefore, more critical than ever to build a strong relationship with talent, no matter how long – or short – their stay. The first step is to streamline and automate onboarding processes by moving it online. Configurable onboarding portals help candidates quickly complete necessary documentation while increasing engagement through rich media content and integrated training.

Oracle 'HCM Cloud Development Investment' finds that well-executed onboarding shortens the time it takes to complete the administrative tasks associated with joining and enables new talent to start performing their job responsibilities.

Focused on completion of the new user experience, [Oracle Recruiting Cloud](#) can be expanded to industry investments, incorporation of innovation through digital assistants, and enhancements to position management capabilities.



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# Deepening the Talent Pool with CRM



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Candidate relationship management (CRM) is designed to proactively attract potential candidates to your organisation, rather than your team having to go out and find them. Having an active talent community greatly reduces the time to fill open positions and improves the quality of hires significantly.

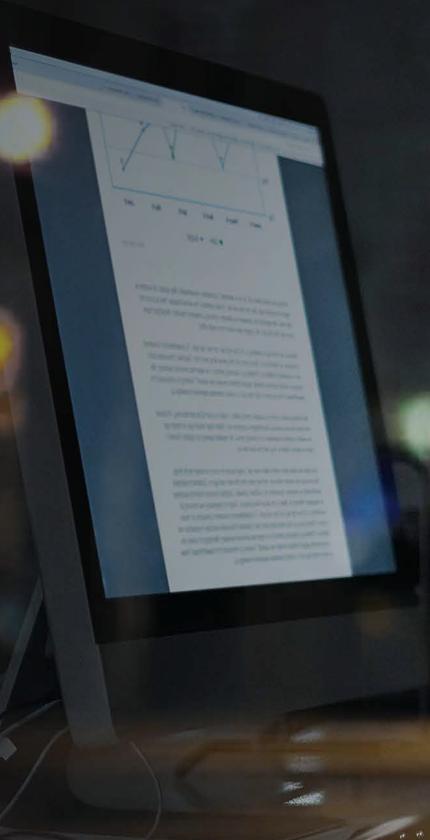
Ready-stocked talent pools help identify high-potential and hidden talent, develop a leadership pipeline, and prepare for contingencies by managing succession plans and bench strength.

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The Deloitte Global Human Capital Trends, 2019, informs that “organizations can no longer expect to externally source and hire enough people with the capabilities they need. They must now focus on internal talent mobility—giving people at all levels the opportunity to move and grow.”

The Oracle Recruitment Cloud for example provides tools to help source both active and passive candidates across a variety of websites, job boards, referrals, and social media. Screening questions and innovative quick-filter technologies ensure access to the best talent available, including students, experienced professionals, and hourly workers. Configuration options also help adapt the system to the needs of specific brands, client organizations, or hire types while built-in automation ensures a consistent process with minimum administration.

# Deep Talent Visibility



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CHRO's need to accurately access talent, evaluate macro-organizational trends, mitigate talent risk, and take timely and appropriate actions at board level to be ready for the future. With deep talent visibility and a fuller understanding of the skills available, you can transform talent acquisition in your organisation and thrive in the age of the freelance workforce.

Our customers leverage dashboards and progressive reporting techniques to offer usable insights and manage talent acquisition and retention easily with Oracle Recruiting Cloud. In doing so, they get deeper insights into attrition by mapping employee performance to potential. Create consistent, scalable, and fully legal candidate selection processes, tailored to your unique recruiting processes.



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To find out how these transformational technologies can help innovate your Talent Acquisition, why not try Oracle Recruiting Cloud today?

**Discover how Oracle Recruiting Cloud can help, visit: [go.oracle.com/hcm](https://go.oracle.com/hcm)**