

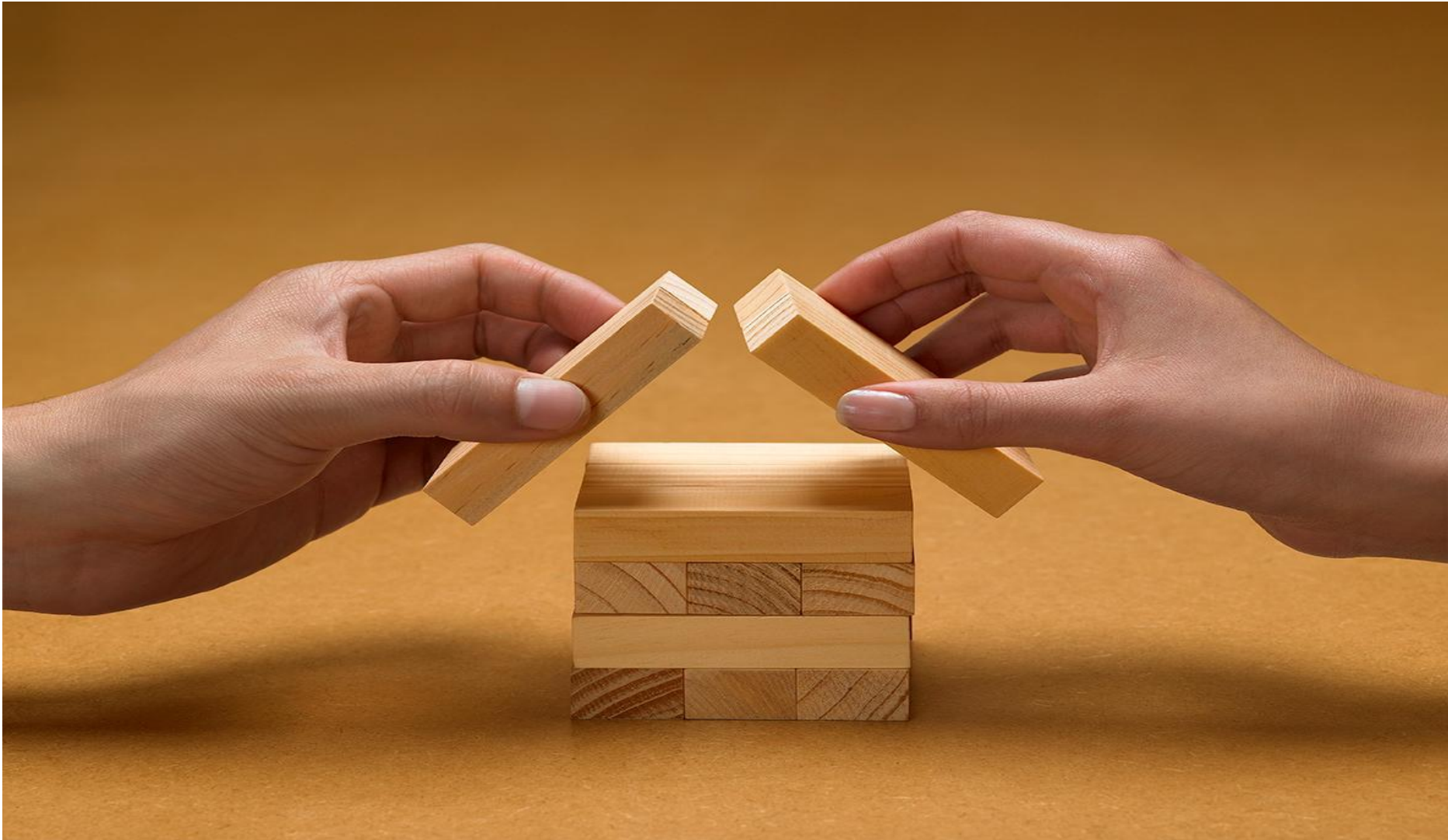
A close-up photograph of a hand placing a light-colored wooden puzzle piece into a larger assembly of similar puzzle pieces. The background is a soft-focus view of many more puzzle pieces, creating a sense of a larger project being completed. The lighting is bright and even, highlighting the texture of the wood and the interlocking shapes of the pieces.

**JENNIFER HERBERT - SENIOR
RESOURCING MANAGER - BDO**

Using an Enterprise Social Network
to transform your Recruitment
Success

November 2014

THE RECRUITMENT CHALLENGE



THE REFERRAL TREE





WHY INTRODUCE AN ENTERPRISE SOCIAL NETWORK

- Easy way to recruit
- Better quality of hire
- Pre-qualified candidates
- Better retention
- Ownership of a “unique” network
- Increases “brand” awareness of your referral scheme.
- Clarity and ease of referrals for employees
- Increase reward awareness for employees
- Increase reach to potential candidates
- Supports a in the delivery of a robust direct sourcing tool kit.
- Better internal processes and speed
- Continuous and long-term engagement



GETTING THE BUSINESS ENGAGED

- Create a referral policy and referral scheme name
- Decide who to pay: Employees and/or External Talent Pool
- Find and work with a Senior Stakeholder
- Work with Marketing to create campaign with an “image” and a firm-wide communications plan
- Engagement of Recruitment team, wider HRD, Payroll, IT.
- Invitations to the network: When, Who, Follow up, New Joiners and Leavers.
- Have a dedicated resource in the Recruitment team - Candidate Adviser

BDO SOLUTION NEEDS

Hollaroo Enterprise Social Network

Solutions
(Engagement)

Talent pipelining

Anytime referrals

Internal mobility

Students / Graduates

Contractors

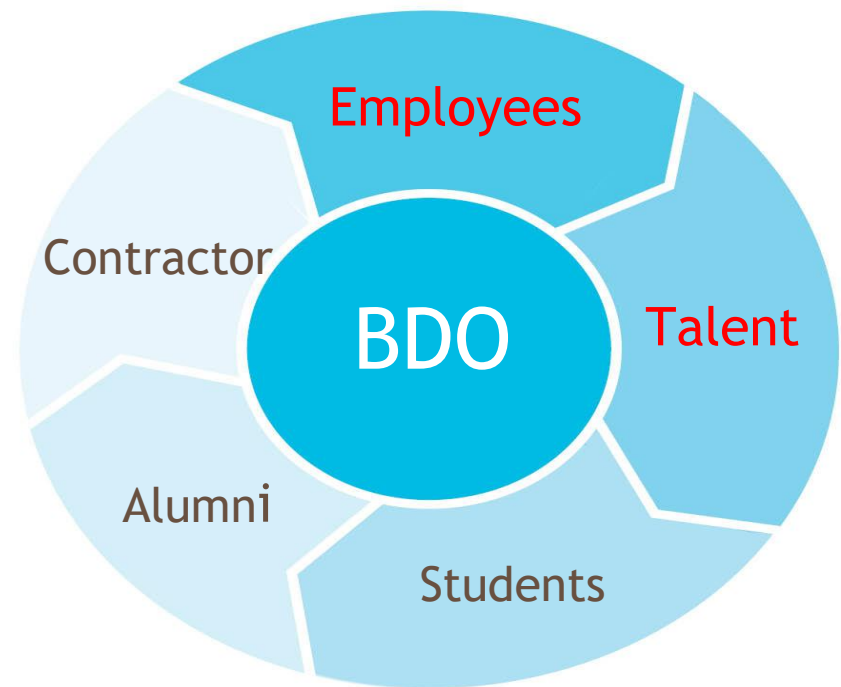
Alumni

On boarding

Diversity

Campaigns

Communities
(Internal & external)





THE BENEFITS OF HOLLAROO

- Excellent supplier relationship
- Reduce hiring costs - over £160,000 saved in last financial year.
- Increased our referrals from 3% to 18.6%
- 1 out of 5 of our applicants hired through the network
- Link to your ATS for effective source tracking
- Compliance and transparency of referral introduction
- Recruiters can search the database
- Creation of groups for long term engagement
- Monthly newsletters

LET ME INTRODUCE YOU TO MICHELLE





MICHELLE'S STORY

- Referred 5 people in the last 2 years
- 4 remain with BDO
- 2 additional referrals were confirmed by the network
- Helped to fund her wedding!

WHAT IF.....

We had 100 Michelle's?

=

400 New hires

=

35% of our total annual hires



THE FUTURE ENHANCEMENTS

- Increase referral percentage to 30%
- Share our success stories internally
- “Roadshows” and internal marketing.
- Search every new vacancy on the network
- Find “ambassadors” for the Referral network in each Strategic Business Unit
- Candidate Adviser to build Talent Pools within the network
- Continuously improve monthly newsletter
- Align the network with our new brand marketing for Recruitment.