

# Sample Case Study 1

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### Overview

This case study reviews the successful marketing agreement between the Sample Company Two (SAMPLE COMPANY TWO) and Sample Company to provide a one-stop recruitment resource for job seekers and employers at <http://Sample Company Two.Sample Company Two.com>. Powered by Sample Company Two's software, the SAMPLE COMPANY TWO.com Job Bank focuses on financial institutions nationwide.

The SAMPLE COMPANY TWO.com Job Bank was designed to:

- Increase SAMPLE COMPANY TWO.com site visitation by bankers across the country
- Provide a much-needed service for financial institutions

The SAMPLE COMPANY TWO.com site also includes:

- Financial products
- Conference schedules
- Educational information
- Online courses
- News
- Industry issues
- Consumer data
- Sites of interest

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- Surveys/statistics

### **Supplier**

Sample Company  
Contact Information

### **About Sample Company**

Sample Company is a leading e-recruitment infrastructure solution provider and currently powers 60 e-recruiting sites comprising over 20,000 registered recruiters of its powerful solution. Sample Company Two's scalable solution enables newspapers, magazines, publishers, associations and vertical communities to quickly add a full-featured center to their Web site, offering a cost-effective way to increase content value, traffic, and revenue. Sample Company Two provides affiliates with everything they need to build, grow and maintain a successful center and capture their share of the billion dollar e-recruiting market. This not only includes software and hosting services, but also customer service, billing and merchant services, email marketing, job content, access to a Sample Company Two candidates, integrated access to a marketplace of leading services and distribution. In addition, the Sample Company Two Recruiter Desktop, a Web-based application, seamlessly connects users with a one-stop marketplace of the best job sites – right from their desktop.

Located in City, the company is privately held and funded by individual, institutional and media company investors.

### **End User**

Sample Company Two  
Contact Information

### **About Sample Company Two**

Based in City, the Sample Company Two represents banks of all sizes on issues of national importance for financial institutions and their customers. The SAMPLE COMPANY TWO, which was founded in 0000, brings together all categories of banking institutions, including community, regional and money center banks and holding companies, as well as savings associations, trust companies and savings banks.

The association's mission is to serve its member banks and enhance their role as pre-eminent providers of financial services. SAMPLE COMPANY TWO accomplishes this mission through federal legislative and regulatory activities, legal action, communication and consumer education, research and products and services that promote, educate, train, inform and support members.

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### Why did the SAMPLE COMPANY TWO choose Sample Company Two's online solution?

#### Objectives

- ▶ To build a profitable franchise with new revenue streams
- ▶ To provide site visitors with valuable content
  - Career center
  - E-recruitment marketplace
- ▶ To eliminate the excessive time and money needed to build and maintain a robust e-recruiting solution that fit SAMPLE COMPANY TWO's specific needs
- ▶ To take advantage of the unique economics made possible by being part of a career network including:
  - Aggregation of job posting sites
  - Connection to the recruiter desktop
  - Access Sample Company Two profiles
  - Secure privacy throughout the process
  - Assessment and training tools

#### Quotes

- ▶ "SAMPLE COMPANY TWO selected Sample Company Two to manage its online site because Sample Company Two clearly is not only a pioneer in technology that meets real-world needs but also is led by people who understand the business world and are committed to success." Sample, SAMPLE COMPANY TWO, Director of Communications
- ▶ "We are very happy to provide SAMPLE COMPANY TWO with the tools necessary to help institutions across the country in their recruiting efforts. Since SAMPLE COMPANY TWO is a pace-setter for financial associations, we are proud to be a part of this professional Internet community." Sample, Sample Company Two.com Corporation Founder

### How was the program implemented?

- ▶ Sample Company Two and SAMPLE COMPANY TWO leaders consulted via phone, fax and e-mail.
- ▶ The affiliate agreement was signed.
- ▶ The Sample Company Two Affiliate Relationship Manager sent the written deployment plan to the SAMPLE COMPANY TWO's primary contact person.
- ▶ An initial conference call discussing site customization was held. A few days later, the first version of the site was available for review by SAMPLE COMPANY TWO staff members.
- ▶ Changes and updates were then discussed, reviewed and approved by SAMPLE COMPANY TWO staff members.
- ▶ SAMPLE COMPANY TWO staff members discussed public relations and marketing services with Sample Company Two.
- ▶ SAMPLE COMPANY TWO staff members received site and customer service training.
- ▶ The new site was deployed and announced to the public.
- ▶ The Sample Company Two service teams communicated closely with SAMPLE COMPANY TWO staff members before, during, and after site deployment to ensure complete satisfaction.

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- ▶ Sample Company Two provided continuous support after the site launch.

### Quote

Sample, Director of Member Communications, SAMPLE COMPANY TWO

"We have learned that our members prefer to discuss this kind of service with someone before they actually click to it, so we have several staff members briefed and qualified to take those calls. Supplementing phone calls, we also have a standard e-mail message that we send to inquirers in an effort to answer their basic questions."

### What were the tools used?

- ▶ Affiliate agreement
- ▶ Deployment plan
- ▶ E-recruitment solution to increase content value and return customer visits
  - Anonymous candidate profiles
    - Allow job seekers to market themselves while controlling identity disclosure
    - Enable employers to find hard-to-reach candidates
  - Résumé storage in PDF format for original "look and feel"
  - One-click searching to match candidates and employers
  - Sample Company Two Sample
    - Web-based tool with tracking functionality that streamlines the entire process, and unlimited cross-posting to the best, high-traffic free and fee-based sites
    - Includes Manager, Manager 2, Searches Manager, Preferences, and Services to easily manage responses
  - Sample Company Two Product 2
    - This knowledge-based system looks for precise matches using thesaurus-type word meanings and concepts rather than simple keywords.
    - For example, when searching for "programmer," the system will find and match all jobs relating specifically to this career field rather than only locate positions with the word "programmer" in the job description.
- ▶ Teams
  - Customer service
  - Marketing and sales
  - Public relations
  - Web development
  - IT specialists
- ▶ Engineering and Operational Services
  - State-of-the-art technology
  - Infrastructure and performance
  - Security and reliability
  - Back-up and recovery

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- ▶ Publicity
  - Article in *SAMPLE COMPANY TWO Journal*
  - Articles in twice-monthly newspaper
  - E-mail marketing to current customers
  - Direct mail and fax marketing

### Quotes

- ▶ "We have promoted the *SAMPLE COMPANY TWO.com* aggressively through communications pipelines that enjoy strong credibility with the people who are our members — our monthly magazine, our twice-monthly newspaper, weekly fax messages and outbound e-mail to a growing universe of bankers."
- ▶ "Perhaps our most important marketing move, however, was negotiating and winning a more prominent button on *SAMPLE COMPANY TWO's* home page. The site, like so many other Internet services, has to be 'discovered' one user at a time."

### What was the length of the time involved in implementing the site?

After the initial consultations, the site was deployed within two weeks.

### Results

- ▶ Increased content value for site visitors and marketing purposes
  - Secure privacy throughout the process
  - Assessment and training tools
  - Easy access to a large career marketplace
  - Information about careers in the financial industry
- ▶ Increased site visitors
  - January 18, 2000 – January 18, 2001 = Approx. 32,890 new site visitors
  - July 2000-January 2001
    - Total employers increased by over 85%
    - Total candidates increased by over 135%
  - Completely new visitors came to the site because of the e-recruitment section
    - To date:
      - o Over 1600 new sign-ups
      - o Over 550 new registrant sample sign-ups
- ▶ Sample Company Two's scalable platform automatically accommodated *SAMPLE COMPANY TWO's* specific needs affordably
  - No need to buy additional software
  - No need to hire additional personnel

## Sample Case Study

- ▶ SAMPLE COMPANY TWO became part of a huge network with seamless connection to the Sample Company Two.com Marketplace including:
  - Over 200,000 candidates
  - Over 20,000 employers
  - 60 Sample Company Two powered sites
  - 20 of the best job sites

### **Quotes**

Sample, Director of Communications, SAMPLE COMPANY TWO

- ▶ “We are only now setting prices for our, but SAMPLE COMPANY TWO’s members have been highly pleased with the services.”
- ▶ “SAMPLE COMPANY TWO’s staff members are very pleased to be able to use the site to recruit talent for the association.”
- ▶ “Other companies should have a Sample site because it provides pure efficiency.”

### **Solution**

By using Sample Company Two’s complete infrastructure solution, the SAMPLE COMPANY TWO was able to reach their Web site goals of increasing site visitation and providing necessary services to the financial industry. The site also helped to create new marketing venues and revenue streams for the SAMPLE COMPANY TWO.