

Sample Co. Case Study

Company name and city for both the end-user and the supplier:

Supplier:

XXX

End User:

XXX

Objectives of program or service:

1. Build a profitable e-recruiting franchise and earn new revenue.
2. Provide site visitors and marketers with a career center and e-recruitment marketplace.
3. Eliminate the excessive time and money needed to build and maintain a robust e-recruiting solution in house that would fit our needs.
4. Take advantage of the unique economics made possible by being part of a career network including an aggregation of job posting sites, a connection to the recruiter desktop, a database of profiles, secure privacy throughout the process, assessment and training tools

How the program was implemented:

1. Meetings were held and the affiliate agreement was signed.
2. The Sample Co. Manager sent the written Deployment Plan to the new affiliate's primary contact person. An initial conference call discussing site customization was held, and a few days later, the first version of the site was available for review by the affiliate.
3. Changes and updates were then discussed and reviewed and approved by the affiliate.
4. A Success Launch Manual was given to the affiliate, explaining marketing, media, public relations, advertising, customer service and other efforts to help with site deployment, pre and post launch.
5. The affiliate discussed Public Relations and marketing services with Sample Co.
6. The Affiliate received site and customer service training
7. The site was then deployed and announced to the public.
8. The Sample Co. service teams kept in close contact with the affiliate and was available after site deployment to assure complete satisfaction.

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9. Continuous support after site launch by Sample Co. service teams.

Total days from signed agreement to production: 13-18 days

Tools used:

1. Affiliate agreement
2. Deployment plan
3. Success Launch Manual
 - a. What to expect before and after site launch and how to make the most of your site, including sample documentation and instructions on getting assistance)
4. Tools to provide content value to increase return site customers:
 - a. Anonymous candidate profiles allows job seekers to market themselves without revealing their identity so employers can find hard-to-reach candidates
 - b. Resume storage in PDF format for original “look and feel”
 - c. One-click to searching to match jobs and
 - d. Sample Co. Product
 - i. Web-based tool combining applicant tracking functionality that streamlines the entire e-recruiting process and unlimited cross-posting to the best, high-traffic free and fee-based job sites
 - ii. Includes Manager, Manager 2, Searches Manager, Preferences, and Services to easily manage jobs and responses
 - e. Sample Co. Product 2
 - i. Knowledge-base system automatically searches for precise job matches with meaning rather than vague 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.
5. Teams: Customer Service, Marketing and Sales, Public Relations, Web Development, IT Specialists

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6. Engineering and Operational Services: State-of-the-art technology, infrastructure, security, reliability and performance, back-up and recovery

Length of promotion or timeframe for implementing the service = 30 Days

Results

Met objectives:

1. We were able to increase profits through our new Sample Co. recruiting franchise in several ways: Earned revenue through commissions on each sale, autoposting, employer profiles, and by selling job postings, candidate search subscriptions, banner ads, and service packages We were able to increase revenue through
2. We were able to increase content value for site visitors and marketers by giving them secure privacy throughout the process, assessment and training tools
3. Sample Co.'s scalable platform automatically accommodated our specific needs affordably without the need to buy additional software.
4. We were able to be part of a huge network with seamless connection to the Sample Co..com Marketplace including a database of over 200,000 candidates and 20,000 employers, 60 Sample Co. powered sites and 20 of the best job sites.

Site hit increase = 2 weeks deployment