

# Welcome!

Winning the Race For Talent: Using AutoMatch  
and Source to Their Fullest Potential



## Denise King

Senior Customer Success Manager

### Fun Facts:

- Signed up for my first 10k in June
- Can make a mean peking duck
- Once recited the first 100 digits of pi

# Gen Z expectations



70%

Of candidates believe timely follow-ups throughout the application process contributes to a positive experience (5-7 days).



68%

Of candidates believe submitting an application and not hearing back contributes to a bad experience



53%

Of candidates believe personalized check-ins and follow-ups from the recruitment team contribute to a positive experience



51%

Of candidates believe a lack of information on what to expect during the interview contributes to a negative experience.

# Let's recap the data



“Instant Gratification” generation  
— grew up with the internet and  
expect a real-time response



Want a high-touch and  
personalized experience



Don't like uncertainty in the  
interview process



Expect timely responses and  
follow-up (week or less)

# What can you do about it in RM?



## Review Candidates Quickly

Reviewing candidates within 48 hours increases conversion rates by 250%



## Give Everyone an Answer

Advancing or rejecting **everyone** contributes to a positive experience



## Personalize Your Communication

Candidates expect a personalized experience, not automated responses

# Refresher

# What can you org do about it?

**Find opportunities to showcase what's in it for the candidate**



**Beef up your company page**



**Talk about “flexibility” when possible**



**Bring ERGs into the recruiting process**

# How can we help one another?



## **Talk to Your CSM**

Let us know of offers extended and accepted so we can help you track towards your goals. Our average introduction rate is 60-70%. If you're seeing something lower we will want to adjust your algorithm.



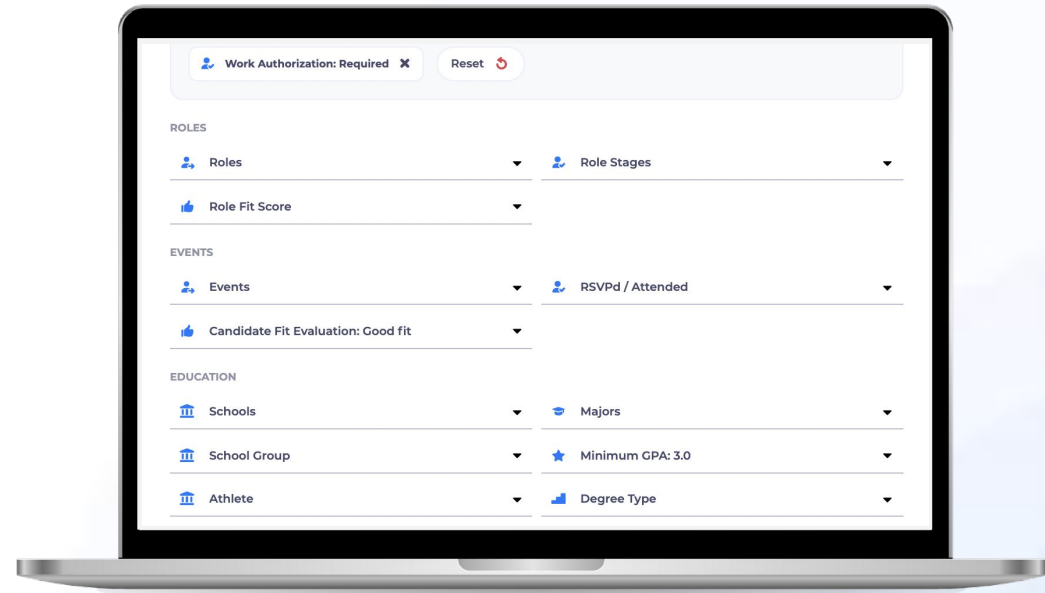
## **Regularly Review Analytics**

Don't wait until the end of the season to adjust. It's a very competitive market so it's important to leverage the data you have and pivot when needed.

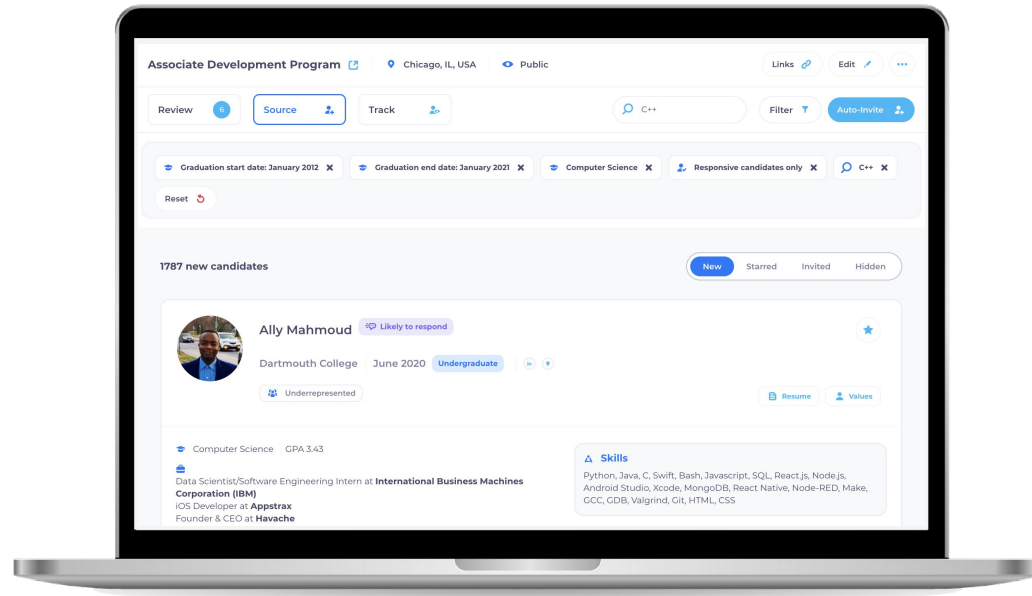


# Best practices when using Source

Use Filters



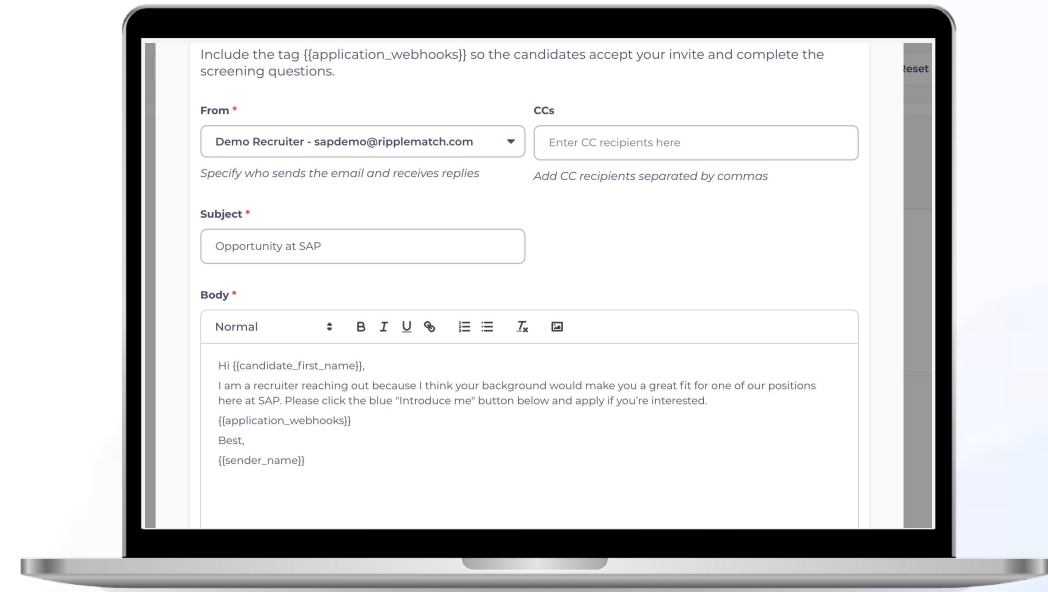
# Best practices when using Source




Use  
Keywords

# Best practices when using Source

**Personalize  
Emails**



# Refresher



**Q&A**