

The Definitive Guide to TALENT EXPERIENCE MANAGEMENT

TRANSFORMING THE TALENT JOURNEY FOR CANDIDATES, RECRUITERS, EMPLOYEES & MANAGEMENT

Table of Contents

Introduction	3
Part 1: The Broken Talent Experience	4
Part 2: Talent Experience Management (TXM)	8
Part 3: The 4 Core Experiences	13
🔍 Candidate Experience	14
Recruiter Experience	19
💽 Employee Experience	24
MX Management Experience	29
Part 4: How to Get Buy-In from HRIS / IT	
Part 5: Get Started with Talent Experience Management	
About Phenom People	

Introduction

Before social media and online job boards, recruiting and applying to jobs looked a little different. Companies only needed to worry about posting ads in newspapers, while candidates focused on strengthening their professional networks and building resumes. It was a simpler time.

Now, there are millions of jobs to choose from, and not enough talent to fill those roles. Plus, job seekers are more selective than ever.

While technology has enabled people to do more, the ever-evolving industry is outpacing what recruiting teams can actually keep up with. And the way people communicate and interact with one another has changed dramatically. Companies such as Amazon, Spotify, and Netflix have had a major impact on user experiences, raising the bar for personalization far beyond what most companies—and their existing software—are capable of providing. And it's costing a pretty penny:



IT'S TIME TO CATCH UP.

WE NEED TO SHIFT FROM FOCUSING ON IMPROVING THE PROCESS TO DESIGNING THE ENTIRE TALENT JOURNEY.

That's why we've developed a new methodology that emphasizes building personalized experiences: **Talent Experience Management**. The goal is to provide leaders in talent acquisition and talent management with the tools, strategies, and processes they need to attract and retain top talent.

In this ebook, you'll get an overview of Talent Experience Management, as well as tips to help you build phenomenal experiences for candidates, recruiters, employees, and management at your company.

PART I THE BROKEN TALENT EXPERIENCE

THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT

Talent Experience Over the Decades

For decades, CHROs have focused on three initiatives: talent acquisition, talent management, and talent development.

But that's no longer aligned with the expectations of today's talent.

Today, the workforce consists of talent consumers comprised of highly motivated experience seekers—not job hunters or work applicants. Instead of just looking for a job that pays, they want growth opportunities and incredible benefits. They want to feel aligned with a company's culture and purpose. If a company doesn't deliver, it produces a bad candidate experience that has a negative domino effect.

THE IMPACT OF BAD CANDIDATE EXPERIENCES

According to Glassdoor, organizations that invest in a strong candidate experience improve their quality of hires by 70%². With more and more people valuing the experiences they'll gain at an organization over everything else, **experience is the new talent currency**.

We live in a candidate-driven market, and it's critical that companies take the right steps towards creating unique experiences. Ultimately, it will be the only way to attract and retain the right talent.

But there's a gap between what talent wants and what companies are delivering. Here's why: within most organizations, hiring managers, recruiters, and CHROs are all operating in silos. That lack of synergy spreads outward onto candidates and employees who feel the impact the most; interacting with the company is not a positive experience.

And the absence of experience from the talent lifecycle creates disarray we call **Experience Thrash**.



of job seekers will be more likely to reject a job offer ³



will be more likely to tell others about it, either online or in person, ultimately affecting the company's reputation⁴



will be less likely to purchase goods & services⁵ from that company

WHAT IS EXPERIENCE THRASH?

Experience Thrash is the dissonance that occurs between the experience expectations of today's talent and aging technology. It's the biggest barrier to attracting and hiring talent, and creates poor experiences for everyone.

This gap is the result of four major industry shifts:

1. WORK INTO MOMENTS

We live in a time when people are placing a greater emphasis on moments that matter. It's what fuels us to continue evolving, instead of feeling as though we're stuck in a cubicle for the rest of our lives.

As those moments build, they create memorable experiences that reinforce our motivation. In the workplace, incorporating these kinds of events is critical in hiring incredible workers, developing talent, and maintaining morale.

While organizations are aware of this shift, most don't know how to get started. According to Deloitte, 84% of businesses think they're ready to transition from work to experiences, but only 37% think they're ready to address the transition.

84% OF BUSINESSES THINK THEY'RE READY TO TRANSITION FROM WORK TO EXPERIENCES, BUT ONLY 37% THINK THEY'RE READY TO ADDRESS THE TRANSITION⁶

2. ACTIVITY INTO PRODUCTIVITY

Staying active is all about time management—or so we thought. Now, it's all about attention management.

Instead of asking, "How can I better manage my time to accomplish everything on my to-do list?," it's about asking, "How can I be more productive by paying more attention to what I'm doing in a much more thoughtful way?"

Although technology is available to help, it has become overwhelming. With so many talent platforms available on the market today, adoption is difficult and productivity remains a challenge. Meanwhile, leaders in talent acquisition and talent management are tied up in tedious tasks, instead of focusing on how to transform their organization to meet tomorrow's demands.

"HOW CAN I BE **MORE PRODUCTIVE** BY PAYING **MORE ATTENTION** TO WHAT I'M DOING IN A MUCH **MORE THOUGHTFUL** WAY?"

3. JOB REDESIGN TO TALENT EVOLUTION

Today's skills are rapidly becoming irrelevant. In fact, the shelf-life of a skill is only five years.⁷ As a result, employers are searching for ways to teach their employees new skills so they can meet the needs of their ever-changing company.

According to Forbes, 58 million new jobs will be created from AI by 2022. As job availability changes, organizations will need to keep up and adapt. Considering 41% of employees are looking to change jobs in the next year, companies will want to ensure they're looking internally for that next move, and provide opportunities for their employees to grow.



4. REPORTS INTO INTELLIGENCE

For the last 20 years, standard reports were pulled for our bosses and compliance purposes. Now that we have access to more intelligent data—which can be delivered on the fly—it's a totally different ball game.

Talent leaders now need to understand behavioral data, as well as the context of the organization and the intent of the user. Instead of tracking traditional metrics like time-to-fill, talent teams should be looking for ways to measure candidate quality. Are your efforts actually leading to the right employees for your organization? Only the right data will tell.

"INSTEAD OF TRACKING TRADITIONAL METRICS LIKE **TIME-TO-FILL**, TALENT TEAMS SHOULD BE LOOKING FOR WAYS TO **MEASURE CANDIDATE QUALITY**"

As these shifts progress, it's essential that everyone involved remains connected. Working in silos frustrates everyone in the talent experience: Candidates think recruiters are ineffective. Hiring managers need roles filled tomorrow. And recruiters are stuck in the middle. Nobody knows how to fix it—they just know that it needs to get better.

Despite all the money invested in HCM, ATS, job boards, spreadsheets, and analytics, none are capable of solving Experience Thrash.

UNTIL NOW.

PART 2: Talent Experience Management (TXM)

THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT

PART 2: TALENT EXPERIENCE MANAGEMENT (TXM)

What is Talent Experience Management?

Talent Experience Management (TXM) is the holistic approach to connecting every interaction throughout the talent lifecycle by delivering great experiences. It's a methodology that unifies technology and experience design to enhance the talent journey, turning interested candidates to thriving employees to enthusiastic brand advocates.

The transformation from candidate to brand advocate is achieved by emphasizing the **four core talent experiences**:



HOW TALENT EXPERIENCE MANAGEMENT WORKS

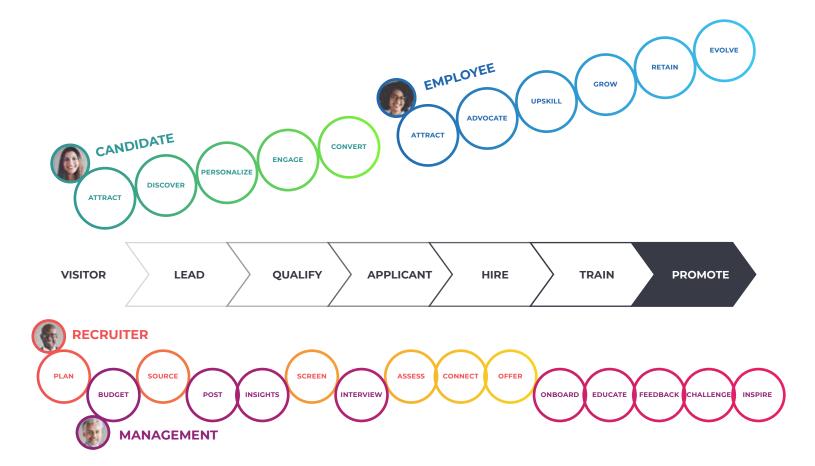
By unifying the experience for candidates, recruiters, employees, and management, TXM enables organizations to enhance every moment in the entire talent journey. Take a look at the following diagram to see how every journey is connected.

A **candidate** begins their journey by looking for a job. As they move along, they discover an opportunity, receive a personalized experience, become engaged with the company, and eventually accept the offer.

This is where the **employee** journey starts. From their first day, the employee becomes aligned with the company. If they have positive experiences right at the start, they'll turn into an advocate, embrace upskill opportunities to grow within the company, and ultimately evolve as a person.

In parallel, the recruiter and hiring manager are moving along their own journies. To keep the talent pipeline progressing, **recruiters** spend time planning the position, as well as sourcing, screening, assessing, and nurturing candidates up until they extend an offer.

A **hiring manager** begins their journey when they first identify the budget for a necessary position and work with the recruiter to get the description posted. From there, it's all about engaging with talent, leading interviews, and then helping the new employee adjust to the company and grow. Meanwhile, talent leaders need insights into the entire talent journey to inform forecasting and succession planning efforts.



OF COURSE, THIS IS ALL EASIER SAID THAN DONE.

Let's take a closer look at how these four core experiences can be optimized to attract and retain even better talent.

When adopted, TXM delivers a higher level of talent quality by aligning the objectives, priorities, and actions of **candidates**, **recruiters**, **employees**, and **talent leaders**. TXM brings your entire recruitment funnel together, from attracting visitors to converting applicants to transforming employees into brand advocates. It solves recruiting pain points, automates key processes, and equips talent acquisition teams with the tools to nurture passive and active talent.

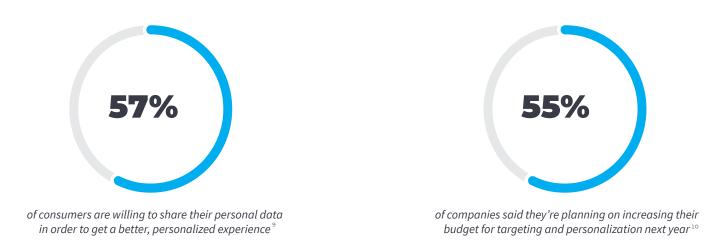


THE FUTURE OF RECRUITING & TALENT MANAGEMENT

In the end, TXM enables everyone involved to make better, smarter decisions as they search for the right job or talent. Plus, it helps everyone operate more efficiently, provides valuable insight into a company's culture, and increases recruiter productivity. That's what TXM is all about.

So how do you deliver these moments to create meaningful experiences?

PERSONALIZATION.



TO DELIVER PERSONALIZED EXPERIENCES, WE MUST TAKE A CLOSER LOOK AT THE TALENT LIFECYCLE FOR CANDIDATES, RECRUITERS, EMPLOYEES, AND MANAGEMENT.

PART 3 THE 4 CORE EXPERIENCES





CANDIDATE EXPERIENCE



MANAGEMENT EXPERIENCE

THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT



WHAT IS CANDIDATE EXPERIENCE?

The candidate experience consists of every moment a job seeker interacts with your organization before they become an employee. This spans the time from when they search for job opportunities on your website to when they accept an offer.

For every organization, the candidate experience can range from a seamless, phenomenal experience to one that is inconsistent and off-putting. For many candidates today, their experience typically falls on the latter side of the spectrum. Between lengthy job applications and underwhelming career sites, a concerning number of candidates drop off before submitting a resume.

To stand out, TA leaders and recruiters must embrace personalization and simplification to deliver a meaningful, engaging, and stress-free experience.



WHAT IS EXPERIENCE THRASH FOR CANDIDATES?

Experience thrash for candidates affects any organization seeking to attract talent.

Right now, candidates are losing patience with these top 3 broken experiences:

- Careers sites that lack information about company culture, benefits, and clear job descriptions
- Long application forms, which 90% of candidates consider a bad experience.¹⁴
- Lack of communication post-apply, including acknowledging receipt of the application.

Focusing on fixing Candidate Experience Thrash allows HR professionals to nurture and engage talent at every step throughout their journey. From an informative and engaging career site to a simple apply process, it's possible to deliver e-commerce-like experiences to job seekers.

38% CANDIDATES SATISFIED WITH THE EXPERIENCE WERE 38% MORE LIKELY TO ACCEPT A JOB OFFER ¹⁵

E 80%

OF JOB SEEKERS WOULD BE DISCOURAGED TO CONSIDER OTHER RELEVANT JOB OPENINGS AT A COMPANY THAT FAILED TO NOTIFY THEM OF THEIR APPLICATION STATUSES. YET, THEY WOULD BE 3.5 TIMES MORE LIKELY TO RE-APPLY TO A COMPANY IF THEY WERE NOTIFIED¹⁶



OF CANDIDATES WITH A GREAT EXPERIENCE SAY THEY ARE
"EXTREMELY LIKELY" TO REFER THEIR FRIENDS & COLLEAGUES[™]

DESIGNING THE CANDIDATE JOURNEY TO FIX EXPERIENCE THRASH

The candidate journey is the process an individual goes through during their job search. Yet, it's not a reflection of a single journey by a candidate, but rather an aggregation of the many journeys taken by job seekers.

Start with a semi-fictional profile of the ideal candidate for your organization. Here is an example candidate persona:



TAMARA SMITH

JOB TITLE:

Project Manager

SKILLS: PMP Certification, Contract Negotiation, Scheduling, Cost Control

CURRENT GOALS:

Break down team silos, streamline work flows, and deliver projects efficiently

FUTURE GOALS:

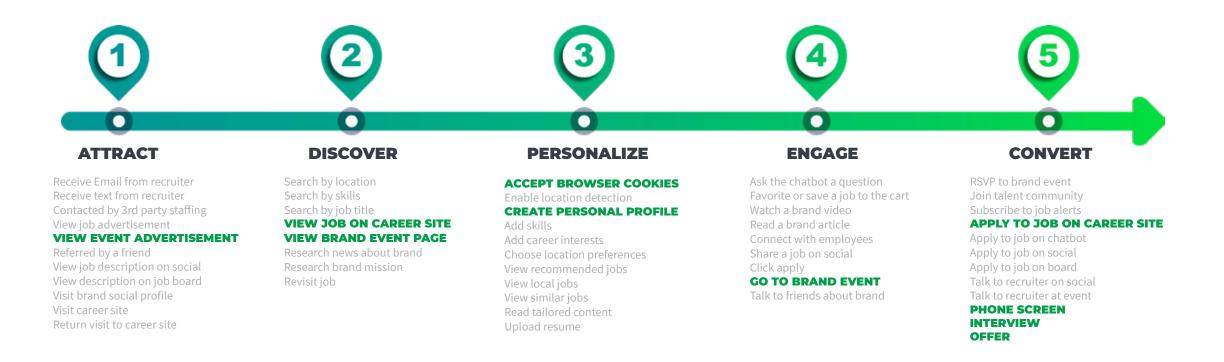
Lead a team of junior project managers in a mid-sized technology firm

GAME PLAN TO ATTRACT TAMARA:

Tamara is currently a passive candidate, working full-time for a competitor. She has interacted with your chatbot a few times, but has not applied. Reach out via SMS & email campaigns to describe your company culture and opportunities every few months.

FROM HERE, MAP OUT THE JOURNEY THAT CANDIDATE MIGHT TAKE.

Tamara's journey with your organization can be broken into the following stages:



Reviewing this particular candidate journey provides insight into each of the individual moments you can change to improve the overall candidate experience, from discovering opportunities at your organization to being convinced to apply.

THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT

IT'S IMPORTANT TO REMEMBER THAT THIS IS NOT A LINEAR JOURNEY.

Moreover, throughout their journey, candidates may experience several pain points that can be easily addressed, such as:



After you've created candidate personas and journey maps for applicable job requisitions, you'll have a better sense of how you can optimize their experience at various touchpoints.

TECHNOLOGY TO ENHANCE THE CANDIDATE EXPERIENCE

To implement the TXM methodology and transform the talent journey, you need the right tools to build a solid foundation. Here's what you should consider to improve your candidate experience and add personalization every step of the way.



HYPER-PERSONALIZED CAREER SITE

An AI-powered career site helps you convert more top talent, boost candidate engagement, and capture active and passive candidates. It will deliver a hyper-personalized experience for job seekers, who receive job recommendations and content based on their skills, interests, and location.



CONVERSATIONAL CHATBOT

A chatbot that can actually understand user intent will drive more applicant conversions by delivering a natural conversation with job seekers while your recruiters are off-duty. It sources, screens, schedules interviews, and answers candidate FAQs.

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EVENTS & UNIVERSITY RECRUITING

Event management technology, such as a mobile app for event staff, helps job seekers who want to spend more time with recruiters on site and less time filling out registration forms and standing in long lines.

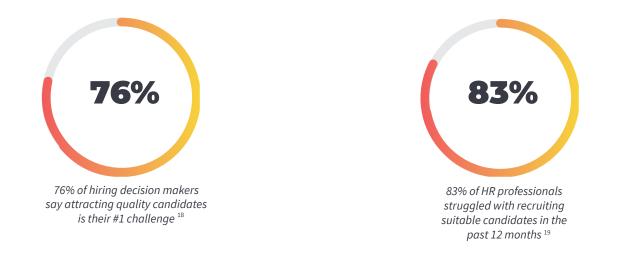
CONTENT MANAGEMENT SYSTEM (CMS)

An intuitive CMS enables content autonomy among recruiters and TA teams, so active and passive candidates will be more engaged with career sites that are always refreshed with new, relevant content.



WHAT IS RECRUITER EXPERIENCE?

Recruiters are at the front line of the entire talent experience. They're responsible for attracting, engaging, and converting quality candidates by selling the company, the position, and the culture. As a result, their experience affects every interaction—and therefore every moment—they have with job seekers, hiring managers, and management throughout the talent journey.



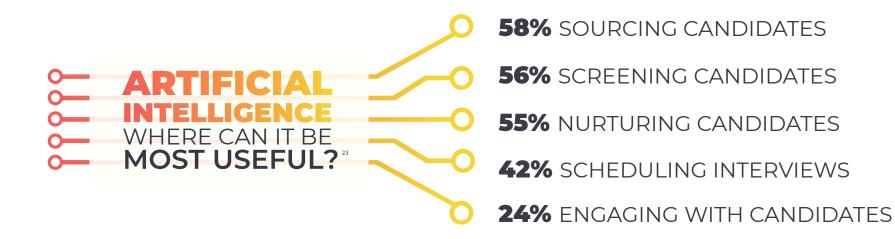
WHAT IS EXPERIENCE THRASH FOR RECRUITERS?

Recruiters are directly responsible for filling roles—anything that gets in the way has a negative impact on the entire talent experience. Candidates and employees are less likely to develop their careers, hiring managers struggle to build stronger teams, and management gets bogged down with stalled company growth.

Today, recruiter productivity needs to take a giant leap forward. The reality is:



To make up for lost time, recruiters have "Frankensteined" together new strategies with antiquated, sluggish technologies that aren't moving the needle for their organization. It's time to take a step back, refocus, and **modernize the approach** to the recruiter experience.



DESIGNING THE RECRUITER JOURNEY TO FIX EXPERIENCE THRASH

The recruiter journey is the process a recruiter goes through during the candidate search, including their interactions with candidates, hiring managers, and talent leaders. Again, it's not a reflection of a single journey, but rather an aggregation of the many unique journeys taken by recruiters.

Start with a semi-fictional profile of the typical recruiter at your organization. Here is an example recruiter persona.



MIKE JONES

JOB TITLE: Campus Recruiter

SKILLS: Communications, Screening Candidates, Onboarding

CURRENT GOALS: Find the perfect candidate, expanding the talent pipeline

FUTURE GOALS:

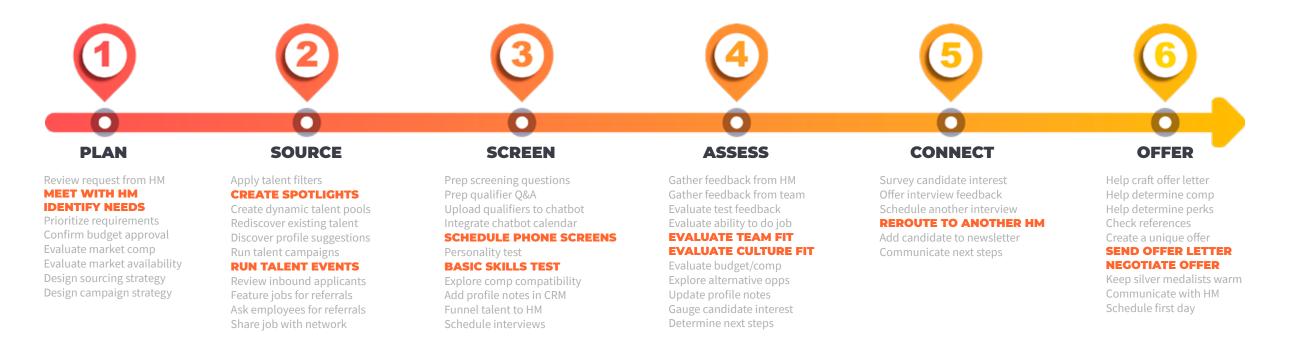
Automate screening and scheduling interviews, allowing more time for developing one-on-one relationships with top candidates

GAME PLAN TO ATTRACT MIKE:

Introduce recruiting automation tools like a chatbot

FROM HERE, MAP OUT THE JOURNEY THAT RECRUITER MIGHT TAKE.

Mike's potential journey can be broken into the following stages:



Reviewing this particular recruiter journey allows you to take stock in every touchpoint as they search for the right talent, go through the selection process, and report back to management. It also provides insight into each of the individual moments that can be addressed to improve their overall experience.

Throughout their journey, your recruiters may experience several pain points that can be easily addressed, such as:



After you've created your recruiter persona and journey map, you'll have a better sense of how you can optimize the entire recruiter experience at various stages.

TECHNOLOGY TO ENHANCE THE RECRUITER EXPERIENCE:

To implement the TXM methodology and transform the talent journey, you need the right tools to build a solid foundation. Here's what you should consider to improve your recruiter experience and add personalization every step of the way.



CRM

An AI-powered CRM enables recruiters to build, engage, and track talent pipelines for the company—all in one central place. Recruiters can discover (and rediscover) quality candidates, launch and track campaigns, view actionable insights and candidate fit scoring, and more.



CAMPAIGNS

Automated (or one-time) email campaigns increase the talent pipeline by nurturing active and passive candidates at every step of their talent journey, from career fairs to offers. When this tool lives within a CRM, it enables deeper insights to help recruiters adjust their communication strategy.

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SMS

Recruiters can quickly communicate with candidates via SMS texting. They can send texts to candidates individually, in groups, or using keyword campaigns. When this functionality is included within a CRM, it also keeps recruiters from mixing up personal messages with candidate communication.



AI Insights

The best HR technology includes another layer of insights powered by AI. Recruiters can track every part of the hiring journey and receive helpful advice about how to improve their strategy at every step—from how to increase email open rates to the ideal day to post a particular job.



WHAT IS EMPLOYEE EXPERIENCE?

The employee experience encompasses every interaction they have with your organization, from the moment they accept the job offer. Their work environment, coworkers, benefits, and learning and development opportunities all impact whether or not their experience is a positive or negative one.

After learning their new role, the next step is to ensure employees can grow at the company. When employees feel like they have a career path, they stay longer and become enthusiastic advocates for your employer brand.



The reality is, employees will leave a company they love to further their career path if they're unaware of internal opportunities—41% of employees are looking to change jobs in the next year.²⁷ Surprisingly, money is not a leading factor. But the process of looking for a new job is cumbersome and painful. They want an easier way to determine what's best for their next career move, as well as opportunities to develop their skills.

When a new position opens up, recruiters typically look externally because they are unaware of the full range of skills that exist in every employee within the company. Often, employees don't use all of their skill sets in their current role, or they continue to learn new skills outside of work—but recruiters have no knowledge of this.

Additionally, employees are also open to learning new skills at the suggestion of their employer. Given the cost of replacing an employee is 50–200% of their annual salary (plus benefits), organizations should empower their existing talent by providing these development opportunities.

Ultimately, it's up to management to build a culture where employees are encouraged to look inside the organization for new opportunities. When the culture shifts to encouraging internal mobility programs, recruiters can drive ROI by decreasing turnover, time-to-fill, and cost-per-hire.

OVER 3 MILLION EMPLOYEES QUIT THEIR JOB EVERY MONTH

EMPLOYEES QUIT BECAUSE THEIR COMPANY FAILS TO PROVIDE:

DESIGNING THE EMPLOYEE JOURNEY TO FIX EXPERIENCE THRASH

The employee journey includes every moment employees experience at your organization, such as their interactions with coworkers, management, and even customers. Once again, it's helpful to start with a semi-fictional profile, or persona, of the type of employee who thrives at your organization.

Here is an example employee persona.



MARIA CAPEDA

JOB TITLE:

Pharmacy Supervisor

SKILLS: Medication Research & Procurement, Customer Service, Store Logistics

CURRENT GOALS:

Providing the best care possible for patients while motivating staff and having less logistical headaches

FUTURE GOALS:

Unsure-she is too busy to think about it

GAME PLAN TO ATTRACT MARIA:

She is at risk for burn-out. Provide upskilling opportunities to learn leadership skills, become more organized, and eventually supervise more pharmacy locations in the region

FROM HERE, MAP OUT THE JOURNEY THAT EMPLOYEE MIGHT TAKE.

Maria's journey can be broken out into the following stages:



Assessing your ideal employee journey map allows you to further explore their multiple touchpoints as they consider learning and development opportunities, refer their networks, and more. It also provides insight into each of the individual moments that can be addressed to improve their overall experience.

Throughout their journey, employees may experience several challenges, such as:



After you've created your employee persona and journey map, you'll have a better sense of how you can retain and evolve your employees.

TECHNOLOGY TO ENHANCE THE EMPLOYEE EXPERIENCE:

To implement the TXM methodology and transform the talent journey, you need the right tools to build a solid foundation. Here's what you should consider to improve your employee experience and add personalization every step of the way.



INTERNAL MOBILITY

Employees can get more visibility into opportunities at their organization when they log in to an internal mobility tool. This delivers tailored internal job recommendations, career pathing, and upskilling opportunities to empower employees to grow within the organization.



EMPLOYEE RESOURCE GROUPS

Your organization can encourage members of marginalized groups to convene in employee resource groups to offer and receive support, counsel, and mentorship.



CAREER PATHING

Illuminating new opportunities for employees—and charting the recommended skills to get there—can drive professional development, which boosts engagement and retention.



REFERRALS

Employees can easily make referrals with a tool that presents perfect-fit candidates from their professional and alumni networks and streamlines the referral process.



WHAT IS MANAGEMENT EXPERIENCE?

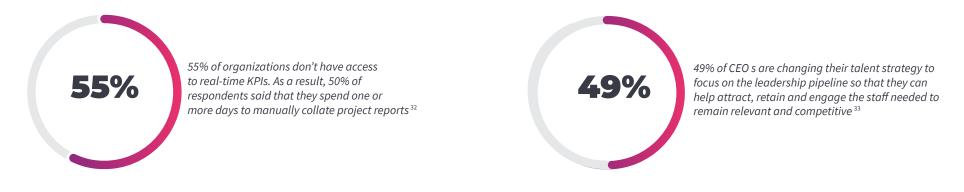
Although the management experience includes hiring managers, we will focus on talent acquisition and talent management leaders.

Both are responsible for ensuring the organization attracts talent to meet business needs, as well as ensuring they retain their workforce through forecasting and conducting succession planning.

WHAT IS EXPERIENCE THRASH FOR MANAGEMENT?

Management's biggest threat right now? Lack of insight into the talent journey. Despite the many tools and processes they have adopted, the absence of deeper data makes it nearly impossible to strategically market the right opportunity to the right talent on the right technology.

A focus on the management experience allows company stakeholders to make better hiring decisions the first time, which further strengthens the entire talent lifecycle. While recruiters are on the front lines, talent leaders are supporting them by driving TXM. They need to believe in its power, and funnel the passion for creating better talent experiences from the top down.



THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT

DESIGNING THE MANAGEMENT JOURNEY TO FIX EXPERIENCE THRASH

Though it may seem unnecessary to map out the management journey, as management's goals and objectives may seem the most straightforward, it's still an important exercise that will clarify how to solve their particular challenges.

This time, the persona may be less of a composite and more of a reflection of a single individual at your organization. It can also be scaled back to focus on goals.

Here is an example management persona.



STEVE FIELDS

JOB TITLE: VP of Talent Management

CURRENT GOALS:

Steve is new to the organization, so he is currently focused on reinforcing a people-first culture and creating a sustainable leadership pipeline

FUTURE GOALS:

Steve will soon focus on identifying skills and competency gaps, and begin developing long-term succession plans

HOW TO HELP STEVE ACHIEVE HIS GOALS:

Give Steve the ability to easily track workforce skill sets, career paths, and forecasting data

FROM HERE, MAP OUT THE JOURNEY THAT MANAGER MIGHT TAKE.

Steve's journey can be broken out into the following stages:

BUDGET

Identify comp costs MEET WITH FINANCE Identify vendor costs Review system costs Identify where to cut plan INSIGHTS

POST

Write job description

Meet with recruiter

POST JOB IN ATS

POST JOB IN CRM

Share on social

Post job on job board

View candidates **VIEW TALENT POOLS** Track job inbound leads Review selected candidates Add interview notes in CRM Review notes in CRM Analyze traffic channel data Evaluate campaign metrics

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DEVELOP QUESTIONS Select interview team Indepth skills testing

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INTERVIEW

Day in the life of employee

Set new hire expectations **CRAFT ON-BOARDING PLAN** Align team/company culture Onboard to Internal Mobility

ONBOARD

DESIGN CAREER PATH Help design learning tracks Encourage daily learning

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EDUCATE

FEEDBACK

DAILY FEEDBACK

Setup peer evaluations

QUARTERLY 1-ON-1

Evaluate employee

learning path

CHALLENGE

INSPIRE

Encourage mentorship Encourage gig opps **BOOST EVENT** ATTENDANCE Encourage skill learning

SUCCESSION PLANNING Encourage referrals

Reviewing this particular journey allows you to identify key opportunities and challenges, from budgeting concerns to internal advancement opportunities.

Common pain points talent managers might experience include:







After you've created your management persona and journey map, you'll have a better sense of how you can make more strategic talent decisions

THIS TECHNOLOGY SUITE ENHANCES THE MANAGEMENT EXPERIENCE:

To implement the TXM methodology and transform the talent journey, you need the right tools to build a solid foundation. Here's what you should consider to improve your management experience and add personalization every step of the way.



TALENT ANALYTICS

Talent leaders can make smarter, data-driven decisions based on actionable insights.



REPORTING

Teams can slice and dice data to pull essential reports you need to show ROI and hiring and retention performance.



FORECASTING

Leaders can view candidate and employee trends to inform strategies and processes.

SUCCESSION PLANNING

Visibility into internal mobility, including upskilling and learning and development, can help talent leaders develop a more robust succession planning strategy.

PART 4 HOW TO GET BUY-IN FROM HRIS / IT

THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT

HOW TO GET BUY-IN FOM HRIS / IT

To improve every experience for candidates, recruiters, employees, and management, the right technology is a must-have. And organizations must be strategic with what HR technology they implement.

Nowadays, there are always new tools available that help HR, such as AI-powered chatbots. But most HR teams can't use them unless they integrate with their ATS or HCM.

Integrations with legacy systems have been historically hard to implement (and have little perceived value afterwards), which means they need to be well-vetted to gain the buy-in necessary to implement.

Adopting and implementing Talent Experience Management is straightforward and easily obtainable. In a short period of time, data will be flowing smoothly between your ATS / HCM and the TXM platform.

COMMON QUESTIONS AND HOW TO ADDRESS THEM

When faced with the task of implementing and integrating new technology, it is common for HRIS / IT teams to have a variety of concerns. HR leaders seeking to adopt TXM into their day-to-day strategies should be aware of these concerns and how to address them. Here are some of the questions this team will be thinking:

1. "Will we be responsible for a lot of troubleshooting?"

Most HRIS and IT teams in general dread new technology solutions—which is understandable, as it often involves the tedious process of managing the setup, addressing daily internal team concerns, and troubleshooting. Therefore, it's helpful to choose a hands-on SaaS vendor that will take care of all aspects of implementation.

2. "Why were we not consulted when considering this new technology?"

It's important to get your HRIS / IT leaders involved early on in the process of implementing a new HR solution. They should have a seat at the table as leadership makes the decision, where they will also be presented with the business case. This includes laying out revenue lost because they are not capturing passive candidates and nurturing high-quality talent.

3. "How will we address any challenges?"

As teams set out to configure customizations, improve workflows, or implement integrations, a consultative SaaS vendor will be there every step of the way, helping the HRIS / IT team solve these challenges. One common problem, for example, is the lack of data validation from one system to the SaaS vendor's platform—simply enabling data validation will yield accurate data.

4. "Will there be a lot of vendor partnerships to manage?"

If the organization chooses a single HR technology platform for all of its needs, such as TXM, there will be far fewer vendor partnerships for the department to manage.

Ultimately, it's important to get aligned with your HRIS / IT department as early as possible to get complete buy-in and support for your new Talent Experience Management platform.

PART 5GET STARTED WITHTALENT EXPERIENCE MANAGEMENT

THE DEFINITIVE GUIDE TO TALENT EXPERIENCE MANAGEMENT

PART 5

GET STARTED WITH TALENT EXPERIENCE MANAGEMENT

Whether you're a recruiter or talent leader, your primary goal is to supply your organization with top talent. Embracing Talent Experience Management is the key to making that happen. When you focus on every experience and stage within the talent lifecycle, you'll be well on your way towards hiring quality candidates faster, strengthening employee engagement, reducing costs, and making smarter business decisions that boost ROI.

Enhancing your talent strategies is the first step towards transforming every talent journey—and you need the right tools to make them a reality. While we covered the specific technology required for each experience throughout the guide, implementing an HR solution that integrates all experiences is essential. Without one, it becomes impossible to improve each experience, boost productivity, and achieve company goals.



A Single Platform for Every Talent Experience

To ensure every experience is consistent and seamless, a single platform that caters to each of the core experiences is essential.

The Phenom Talent Experience Management (TXM) platform provides companies with a Career Site, CRM, CMS, Chatbot, SMS & Email Campaigns, Internal Mobility & Employee Referrals, University Recruiting, and Talent Analytics. The platform is built on artificial intelligence (AI), which drives personalization, automation, and accuracy for candidates, recruiters, employees, and management.

While these features are effective on their own, you can reap even greater benefits when they're all connected. Embracing TXM methodology and the Phenom TXM platform empowers you to better connect with quality candidates and employees through personalized experiences, delivering top talent and driving ROI.



SEE THE PHENOM TXM PLATFORM IN ACTION

Pphenom people.

Phenom People is a global HR technology company with a mission to help a billion people find the right job. We do this through an AI-based SaaS platform, which we call Talent Experience Management (TXM).

Phenom People delivers the Talent Experience Management platform, providing companies with a unified solution for: Candidate Experience (Career Site, CMS, University Recruiting, Chatbot), Recruiter Experience (CRM, Campaigns, SMS, AI Insights), Employee Experience (Internal Mobility, Diversity, Chatbot, Referrals), and Management Experience (Talent Analytics, Succession, Reporting, Forecasting). The Phenom Talent Experience Management platform is built on artificial intelligence (AI), driving personalisation, automation and accuracy for candidates, recruiters, employees and management. It eliminates multiple-point solutions, connects with quality candidates and employees through personalised experiences and delivers top talent while driving ROI.

For more information, visit www.phenompeople.com.



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