



State of Candidate Experience

2021 BENCHMARKS

How **FORTUNE 500** companies rank in attracting, engaging, and converting candidates

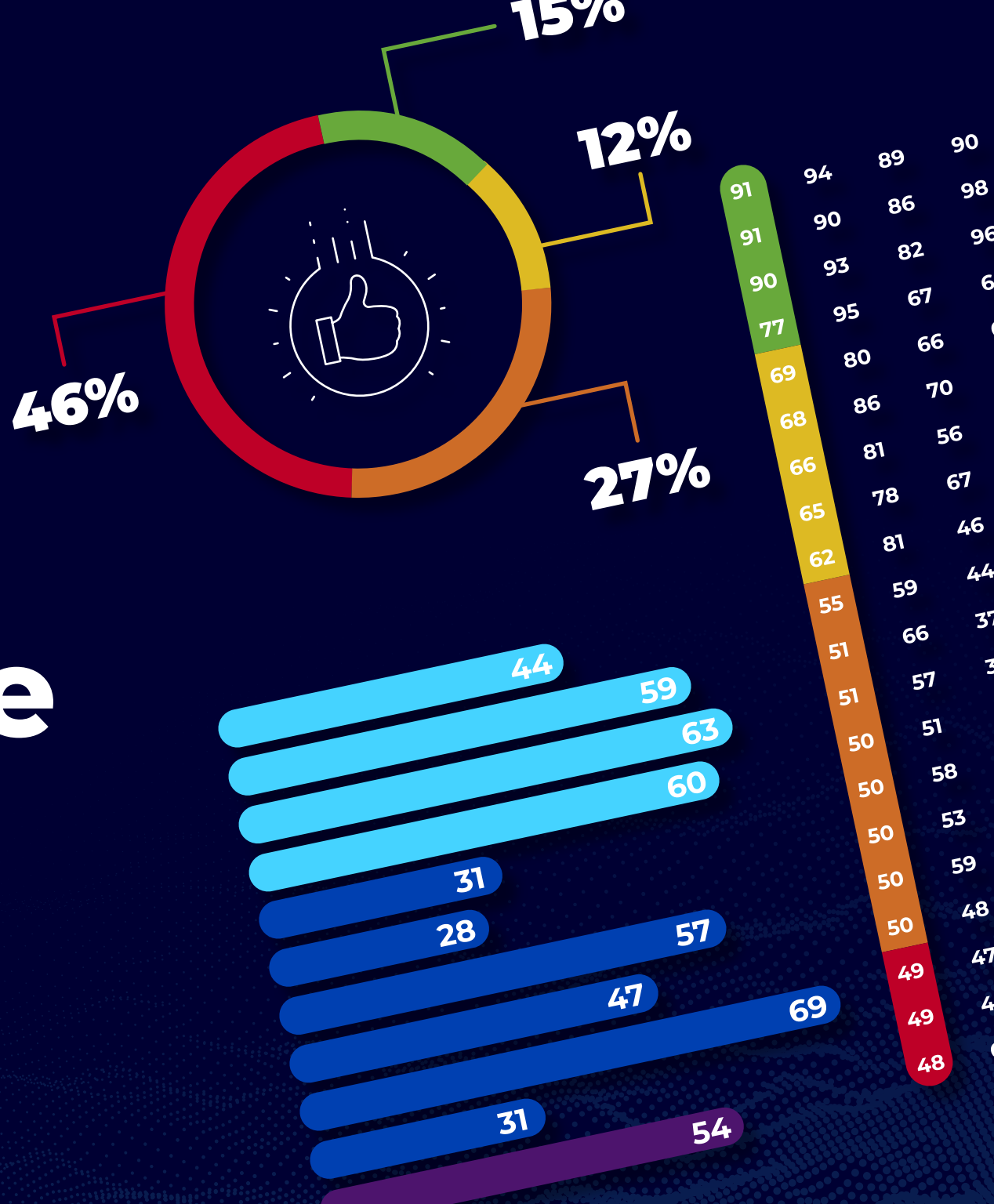




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Foreword

The pandemic ushered in the future of HR faster than most organizations anticipated. After a year filled with unprecedented change and events — including monumental global unemployment rates, a volatile political climate, and rising social injustices — CHROs have been tasked with the seemingly insurmountable challenge of leading their organizations and talent through it all.

From navigating remote work and virtual hiring, to overcoming bias and creating more accessible talent experiences to drive diversity, equity, and inclusion in the workplace, HR is on the frontlines of implementing meaningful change for people around the world — and is rising to the occasion.

The industry's commitment to adapt and forge ahead has never been stronger. But **artificial intelligence and automation must be embraced.** This is the only way organizations will be able to reimagine a better experience for every stakeholder in the talent journey — as well as discover best-fit talent and develop employees like never before.

While this report sheds light on the current state of the candidate experience across the Fortune 500, we should be mindful of all the interactions talent has with each of our companies; they are all interconnected.

It is my hope that it will spark conversations within your own teams to identify ways to reimagine work so talent can benefit and thrive.



Mahe Bayireddi

A handwritten signature in black ink, appearing to read 'Mahe Bayireddi'.

CEO & co-founder
Phenom

Introduction

Attracting, engaging, and hiring the right candidate starts the moment a job seeker lands on your career site. As the digital window into your company culture, employers must leverage their career site to convey a strong brand, quick and easy access to jobs, and information that helps talent make an informed decision about whether your company is right for them.

Now as global organizations prepare for a post-pandemic workforce and a new era of HR, delivering an incredible candidate experience is the only way to gain a competitive edge and win over talent. But talent acquisition teams and recruiters won't be able to handle it on their own — artificial intelligence, automation, and HR tech will play a pivotal role in how quickly they hire and develop talent.

To help illuminate the most essential elements in career site design and where companies can improve, we audited the digital candidate experiences of the Fortune 500 in three areas: Attraction, Engagement, and Conversion. By viewing the strengths and weaknesses across hundreds of companies, recruiters and TA teams can gain valuable insights, as well as best practices to grow their talent pools and hire new talent.



About the Audit



The purpose of this audit is to provide an objective evaluation of the current state of the candidate experience across **Fortune 500** companies. The analysis was conducted based on the performance of each organization's career site, application process, and communication to candidates post-apply within three components: Attraction, Engagement, and Conversion.

While this research highlights areas that need improvement, it is also meant to inspire all companies to boost talent acquisition by strengthening the candidate experience.

Every year, organizations strive to keep their talent acquisition strategy and career site up to date to meet the evolving expectations of candidates. Career sites must be robust and compelling, and the recruitment strategy should effectively attract, engage, and convert job seekers — otherwise, companies risk losing out against the competition.

Audit Methodology

To conduct the audit, we appraised the digital candidate experiences of the Fortune 500 companies from May to September 2020 based on the following three categories:

Attraction

How well does the career site drive traffic to relevant job openings? Subcomponents of this category include landing pages, navigation, social profile integration, page load time, job distribution, and SEO.

Engagement

Is the candidate spending an optimal amount of time on the career site? Subcomponents of this category include job descriptions, video and blog content, employer value proposition, surveys, and employee reviews.

Conversion

What does the job application process entail? Subcomponents of this category include length of apply, user support and error prevention, apply options (manual, social, and cloud), and post-application communication.

BONUS AUDIT

Artificial Intelligence

Are companies using AI efficiently? This additional audit was based on data from the Attraction, Engagement, and Conversion categories, including social login and apply, job search functionality, personalization, chatbot performance, and dynamic content.

Executive Summary & Bold Predictions

Delivering personalized, incredible experiences to candidates continues to be a requirement for employers striving to attract best-fit talent — even in a post-pandemic climate. But recruiters and talent acquisition teams face more challenges than ever before — between budget cuts and reduced resources, HR has been tasked with finding a way to do more with less. Fortunately, advancements in AI-powered technology enable HR to accomplish critical business goals while still meeting new talent expectations.

However, the majority of Fortune 500 companies are not leveraging automation and AI to improve the candidate journey. As AI and automation take over manual, tedious tasks, recruiters will be better positioned to improve productivity and focus on building meaningful relationships with candidates.

Executive Summary & Bold Predictions



More than 91% of the Fortune 500 neither curated nor suggested personalized jobs to candidates

based on factors such as profile input, recently viewed jobs, and job browsing history. This is a massive candidate engagement gap that AI can easily fill by extracting job seeker data and delivering relevant job recommendations.



Only 9% of the Fortune 500 used a chatbot on their career site.

While this is nearly double from last year, these powerful recruiting tools are largely undervalued. Chatbots provide an easy way for candidates to gather information and for recruiters to ascertain interest and collect data. The uptick indicates that conversational AI will set the tone for the future of candidate experience, and with the pandemic having changed work cultures, the future is likely to arrive sooner than expected.



Only 17% of career sites had branding on each page to indicate to the user that they are still on the same site. This is among the most fundamental UX prerequisites for a company to engage with candidates the moment they enter a career site and start their application. With candidates placing greater importance on finding best-fit company cultures, consistent employer branding is essential.

Executive Summary & Bold Predictions



Since last year, more companies (from 33% to 48% this year) upped their social media presence on career sites, with three or more links to social channels that are easily accessible.



89% of career sites did not have an intuitive job search and apply process, requiring less than three clicks to apply. The longer it takes for a candidate to find a relevant job and apply, the greater the chance that they will abandon the process altogether and look elsewhere. AI and automation can help by matching candidates with best-fit jobs based on skills and experience, increasing applications, and filling open roles faster.



Only 1% of companies communicated the status of the application to the candidate using email, text, etc. beyond the initial email confirming submission. This is an extremely low figure for a practice that can be easily automated and extend a positive experience beyond the career site.

KEY FINDINGS

Attraction

A strong employer brand and user experience is critical for candidates looking for their next opportunity — and for employers seeking to hire best-fit talent to their organizations. To gain a competitive edge, organizations must ensure their career sites are discoverable, easy to use, and provide a comprehensive snapshot into their culture. This enables candidates to find best-fit jobs faster, while getting an accurate glimpse into working with an employer. Here's how the Fortune 500 stacked up:

89% of career sites did not have an intuitive job search and apply process, requiring less than three clicks to apply

89%

85% of career sites did not have an option for social login

85%

46% of career sites were not optimized to start the job search above the fold

46%

93% of career sites did not have SEO-friendly URLs

93%

63% of career sites did not have type-ahead search

63%

KEY FINDINGS

Attraction

THE STRENGTH OF SEARCH

A candidate's ability to find the right job depends on the career site's ability to deliver relevant job results. The search functionality on career sites must be intelligent enough to understand the intent and context of a candidate's inquiry, as well as the relationship between words. When looking for the right technology to support a career site, consider whether or not it has search capabilities — and evaluate how well it works.

83% of career sites' search functionality is not able to understand the context of the keyword and separate it with proper grouping (e.g. Keyword, Location, Category)

83%

79% of career sites' search functionality only showed results for what is typed — not similar suggestions

79%

85% of career sites had no auto-location detection to suggest nearby jobs

85%

↑ 15%
from 2020

49% of the Fortune 500 used 5 or more job aggregators, such as Indeed or Monster

49%

KEY FINDINGS

Attraction

88%

of the Fortune 500 did not clearly list expired jobs on their career site

85%

of the Fortune 500 used UTM tracking inconsistently on 3rd party job posting sites, or didn't use them at all

9%

of career sites had a good amount of content, graphics, and videos to engage users

3%

of career sites had strong page and domain authority

49%

of the Fortune 500 actively used only 1 social media platform to attract talent



GET SOCIAL

Engaging on multiple social platforms has numerous benefits to recruiters: not only does it allow them to tap into broader networks, they can target A+ candidates more efficiently. Social advertising opportunities — particularly those on LinkedIn — also allow talent teams to boost the promotion of hard-to-fill roles.

KEY FINDINGS

Engagement

With hiring expected to rise drastically over the coming months, many **FORTUNE 500** companies are not leveraging automation and AI throughout the candidate journey. Not only can AI enhance recruiter productivity and open up time to connect with talent, candidates also benefit from a faster job search process.

LET'S GET PERSONAL

Personalization during the job search and application process is essential to a great candidate experience. This expedites the job search process, connecting candidates with the right roles faster—including ones they might have otherwise missed.

9% of companies had a chatbot on the career site

9%

↑ 5%
from 2020

91% of career sites did not present job recommendations based upon a candidate's profile

91%

94% of career sites did not present job recommendations based on browsing history

94%

91% of career sites did not display recently viewed jobs

91%

68% of career sites lacked a job cart

68%

KEY FINDINGS

Engagement

38%

of career sites
lacked posting
date of jobs

↑ **4%**
from 2020

17%

of career sites had
branding on each page
to indicate to the user
that they were still on
the same site

5%

of the Fortune 500
sent applicants a
satisfaction survey

5%

of the Fortune 500
curated social media
content within the
career site

7%

of career sites feature
curated Glassdoor
employee reviews



VIDEO IS KING

Showcasing your company culture to future employees is essential to discovering best-fit candidates. From highlighting different departments to employees, video is an excellent way to really convey what it's like to work at your organization. For remote companies, try empowering your employees — and candidates! — with opportunities to create and share their own content from home. Authenticity goes a long way!

KEY FINDINGS

Conversion

When it comes to ensuring candidates complete a job application, a simple and quick experience is critical. But the experience doesn't end there. Communicating with job seekers about their hiring status after they submit a resume is important for setting expectations. When it comes to this stage of the job seeker journey, most of the Fortune 500 failed to ensure proper follow up.

70%

of the Fortune 500 are not greying out disabled fields during the application process

72%

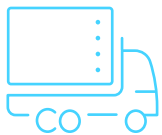
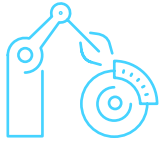
of career sites provide single sign-on as an easy authentication process for returning users

1%

of the Fortune 500 communicate the status of the application to the candidate using email, text, etc. (e.g. incomplete application, completed application) after the initial email confirming submission

COMMUNICATION IS KEY

Candidates expect to hear from companies throughout the entire process to know where they stand. Talent teams should strive to actively keep job seekers up to date on their application status, such as sending an automated email when their resume is reviewed and when they are rejected. Candidates who receive updates about their application status — even if they don't get the job — will leave the process feeling better about that company, and in turn, can be re-engaged in the future.



Overall Successes & Failures

Across the **FORTUNE 500**, there were common successes and failures. Here are the underlying candidate experience trends.

Where are Career Sites **Excelling**?

Among the three categories of attraction, engagement, and conversion, **FORTUNE 500** companies excel most in **Attraction**, specifically when it comes to web page response time, multi-device functionality, and job aggregators.

Web Page Response Time

87%

of career sites took less than 3 seconds to download images and content. When sites fail to quickly load, job seekers will abandon their search before it even begins.

Multi-Device Experience

95%

of career sites were responsive and optimized on two or more devices. Career sites that work well across desktop, tablet, and mobile devices enable candidates to easily apply for jobs from anywhere.

Job Aggregators

88%

of employers deleted expired jobs on external job boards. Candidates get frustrated when they find a relevant position on a job board, only to be taken to an expired post on a company's career site.

Where are Career Sites **Failing?**

While most of the **FORTUNE 500** have career sites that successfully attract candidates, the majority miss the mark when it comes to **Engagement**:

Artificial Intelligence

93%

of career sites scored poorly in AI. Personalization is critical to positive candidate experiences, and AI is essential to providing tailored job recommendations based on skills, experience, and location.

Job Recommendations

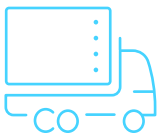
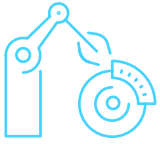
94%

of career sites did not provide recommendations based on job browsing history. It takes more time to find a job when tailored job recommendations are not available on career sites, creating a frustrating candidate experience.

Chatbot

91%

of career sites did not have a chatbot. Chatbots help ensure job seekers find the right job at the right time by automating sourcing, interview scheduling, answering FAQs, and more — 24/7.



Fortune 500 Scores & Rankings



Audit Score Distinctions

Every company reviewed in the audit received a score for Attraction, Engagement, and Conversion, as well as an overall score for its entire candidate experience. They also received a separate score for AI. After accumulating their scores, companies were then ranked as follows:



Exceptional (75+)

Organizations with scores of 75 or more place exceptional emphasis on their candidate experience. These employers exemplify what it means to attract, engage, and convert active and passive job seekers alike.



Acceptable (60-74)

Organizations with scores between 60-74 implement many of the best recruitment practices. However, employers who fall within this range have opportunities to enhance their career site to improve the candidate experience.



Unsatisfactory (50-59)

Organizations with scores between 50-59 lack significant career site features and functionalities. Employers should take a holistic look at their career site.



Poor (0-49)

Organizations with scores between 0-49 must take radical action to improve their digital candidate experiences. These employers lack strong career site features, which contributes to a negative experience.

INDUSTRY BREAKOUT

View the audit results by 12 different industry groupings



Consumer Goods



Energy & Utilities



Financial Services



Food & Beverage



Healthcare & Pharmaceutical



Insurance



Manufacturing



Retail



Restaurant & Hospitality



Software & Technology



Telecommunications & Media



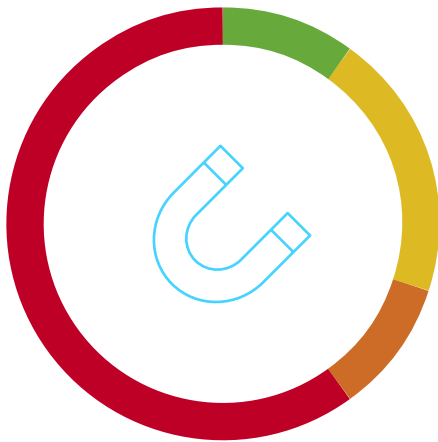
Transportation & Distribution



Consumer Goods

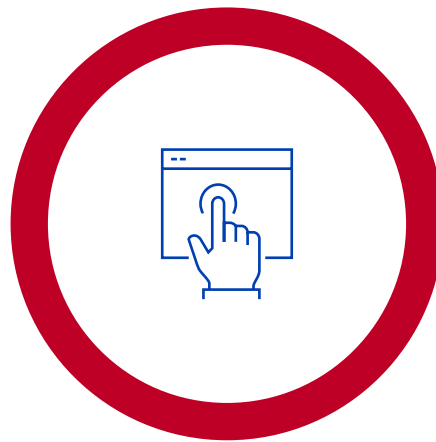
AUDIT RANKINGS

Attraction



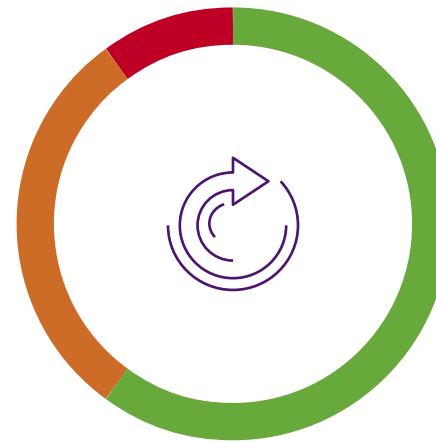
10% Exceptional
20% Acceptable
10% Unsatisfactory
60% Poor

Engagement



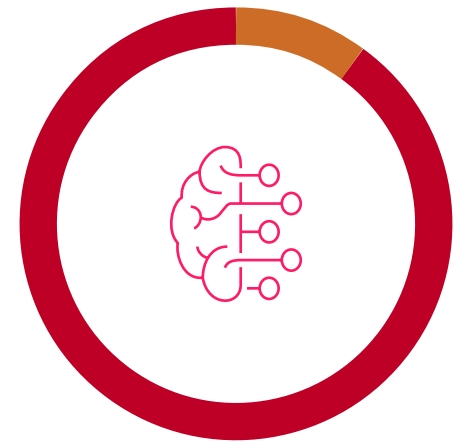
100% Poor

Conversion



60% Acceptable
30% Unsatisfactory
10% Poor

AI



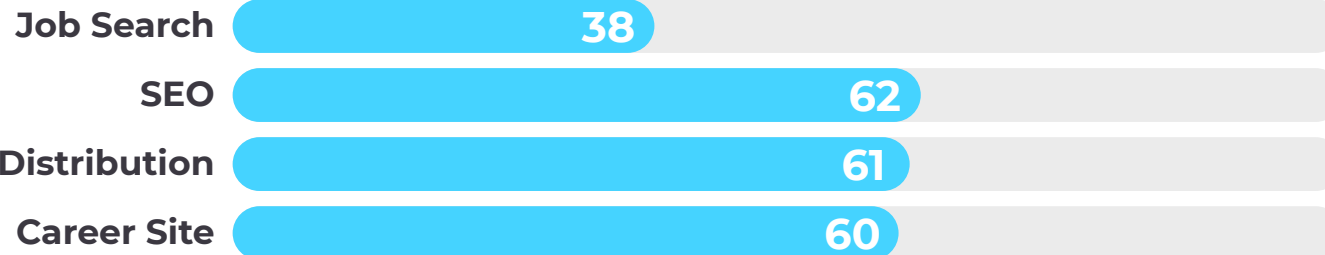
10% Unsatisfactory
90% Poor



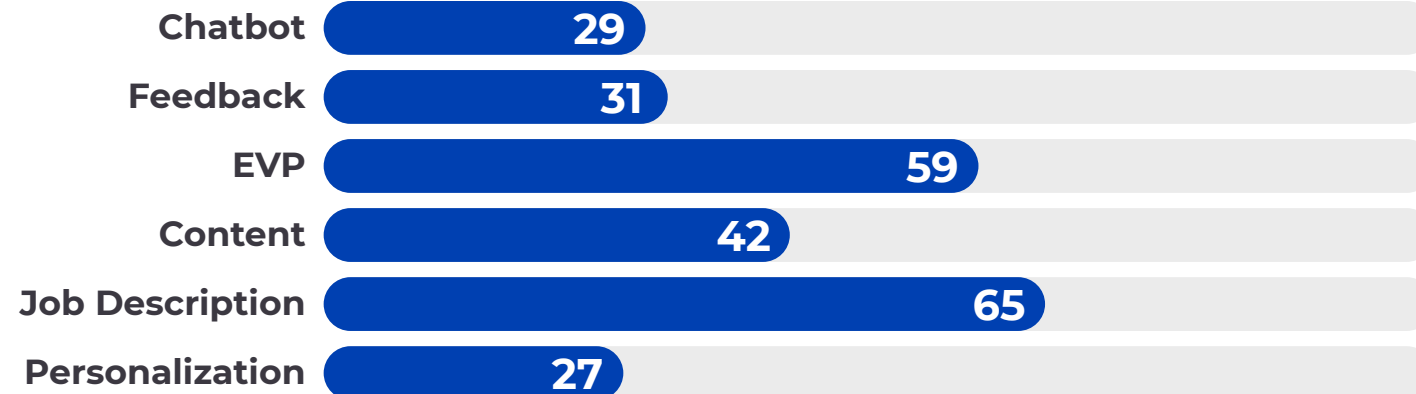
Consumer Goods

AVERAGE SCORES

Attraction



Engagement



Conversion



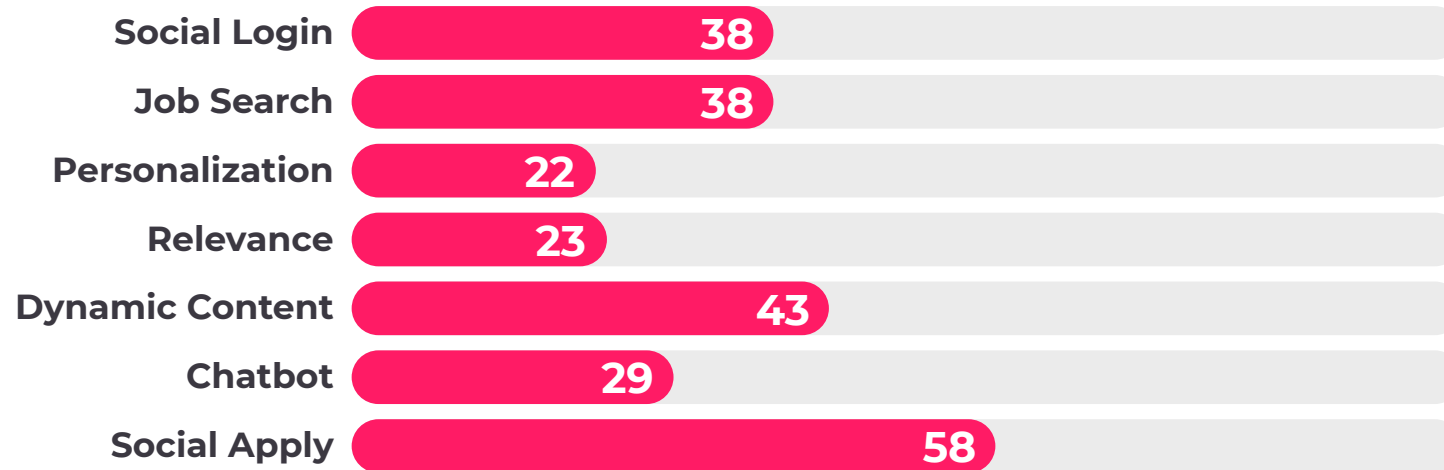
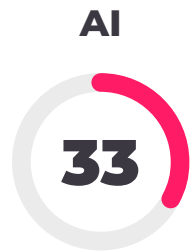
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Consumer Goods

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

CONSUMER GOODS

COMPANY

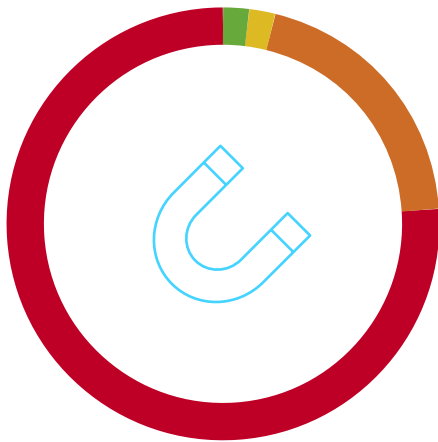
Newell Brands	62	88	46	52	62
Procter & Gamble	54	61	46	56	42
Kimberly-Clark	54	47	51	64	30
3M	49	61	39	48	26
Nike	46	58	41	36	33
Levi Strauss	45	43	30	64	28
Colgate-Palmolive	44	48	36	48	29
Hanesbrands	40	39	40	42	24
Clorox	40	46	33	42	29



Energy & Utilities

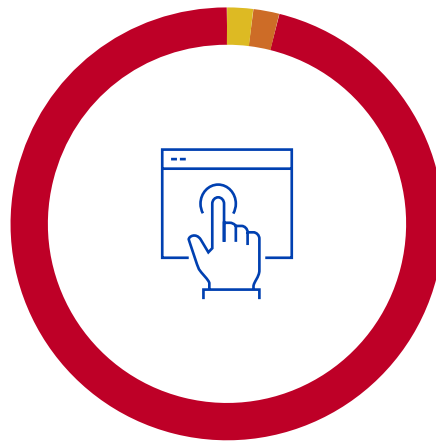
AUDIT RANKINGS

Attraction



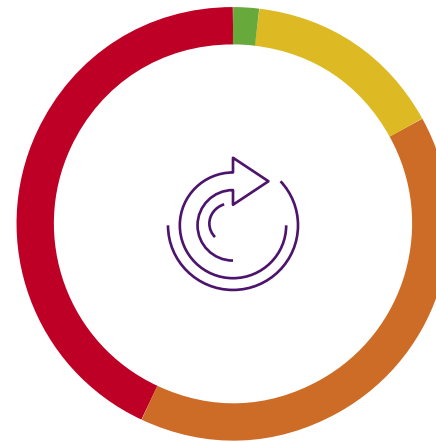
2% Exceptional
2% Acceptable
20% Unsatisfactory
76% Poor

Engagement



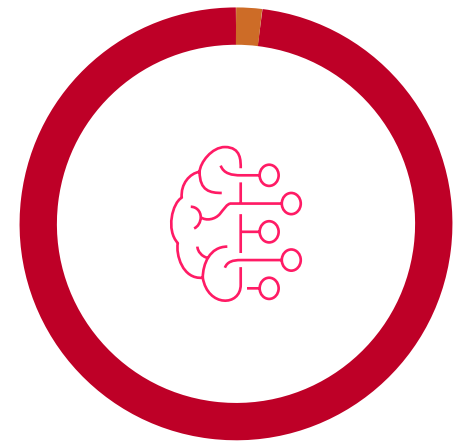
2% Acceptable
2% Unsatisfactory
96% Poor

Conversion



2% Exceptional
15% Acceptable
40% Unsatisfactory
43% Poor

AI



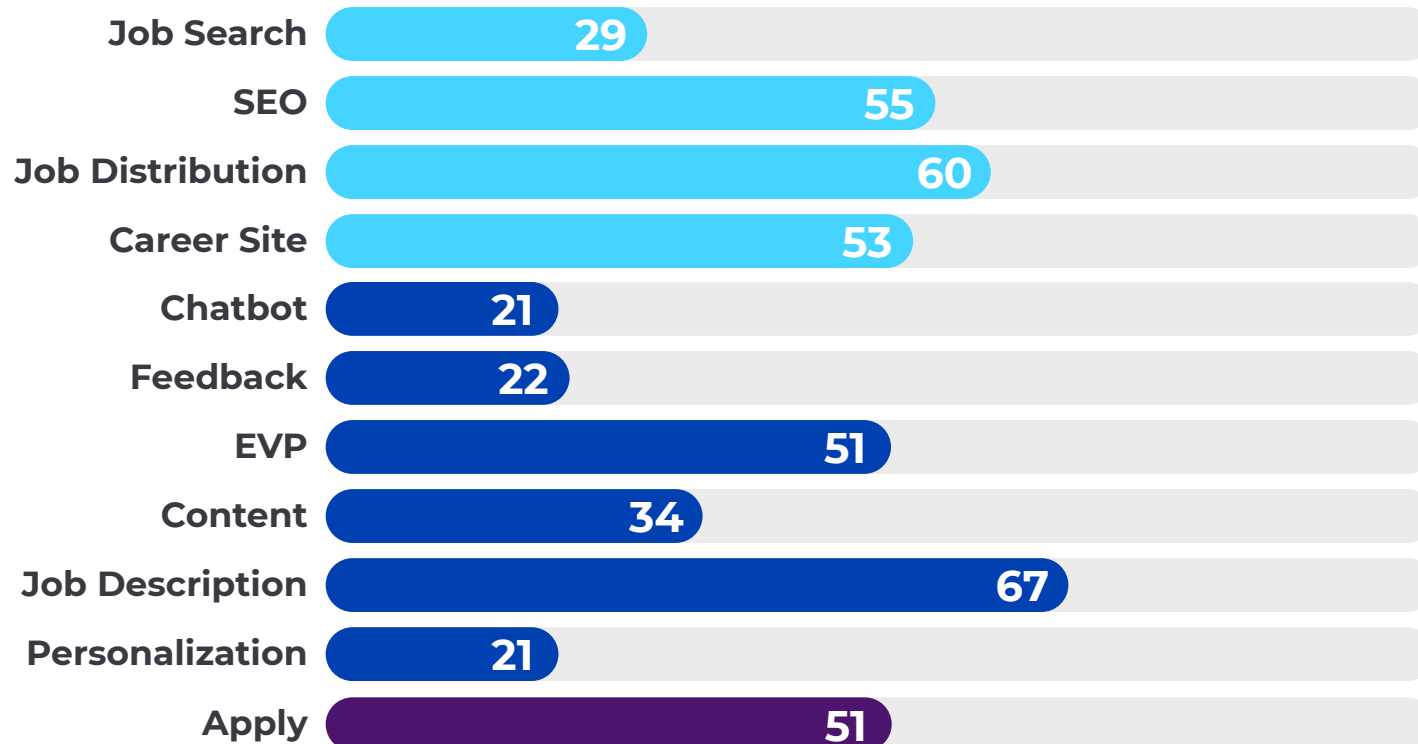
2% Unsatisfactory
98% Poor



Energy & Utilities

AVERAGE SCORES

Attraction



Engagement



Conversion



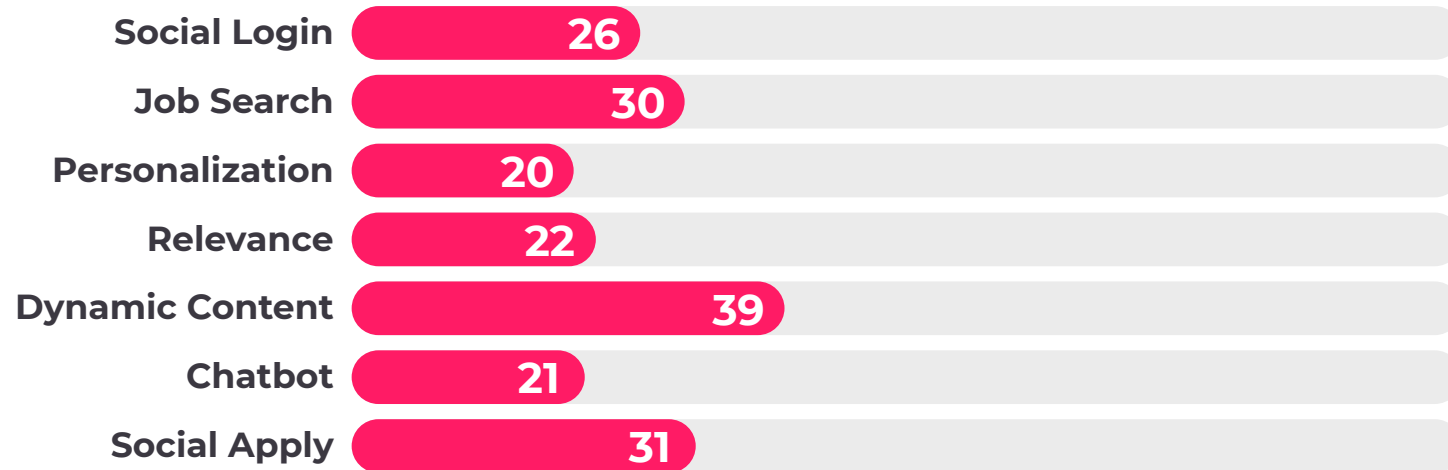
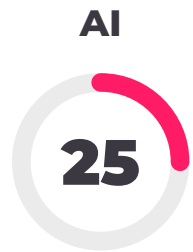
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- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Energy & Utilities

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the four categories:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

ENERGY & UTILITIES											
COMPANY						COMPANY					
	Overall	Attraction	Engagement	Conversion	AI *		Overall	Attraction	Engagement	Conversion	AI *
Baker Hughes	79	86	64	90	60	Vistra Energy	44	43	31	60	23
Eversource Energy	53	56	45	60	37	Valero Energy	44	39	34	60	20
Exelon	53	62	52	42	41	Sempra Energy	44	47	30	56	29
Freeport-McMoRan	52	56	35	68	33	PPL	43	50	34	46	28
Dominion Energy	50	52	42	56	21	Halliburton	43	50	31	48	22
Southern	49	58	34	56	32	Enterprise Products Partners	43	38	31	62	26
EnLink Midstream	49	48	34	66	32	ConocoPhillips	43	56	33	38	33
Energy Transfer	48	55	34	56	37	Occidental Petroleum	43	42	35	52	28
Fluor	47	56	31	54	26	Plains GP Holdings	42	51	32	42	35
Williams	46	47	33	60	23	Edison International	42	41	34	52	21
American Electric Power	46	44	39	56	26	Exxon Mobil	42	44	32	50	20
Consolidated Edison	46	52	39	46	23	DTE Energy	42	50	33	42	21
CMS Energy	45	46	34	56	20	Pioneer Natural Resources	42	37	31	60	22
NextEra Energy	45	47	31	58	24	Oneok	41	48	33	44	27
Marathon Petroleum	45	48	32	56	20	DCP Midstream	41	48	31	46	28
PG&E	44	52	30	52	23	Kinder Morgan	41	40	38	46	20
Phillips 66	44	51	31	52	26	Apache	41	43	31	50	20
National Oilwell Varco	44	44	34	56	29	Newmont	40	48	32	42	21
AES	44	42	33	60	23	Global Partners	40	41	26	56	22
Cheniere Energy	44	45	33	56	28	CenterPoint Energy	40	38	29	56	25

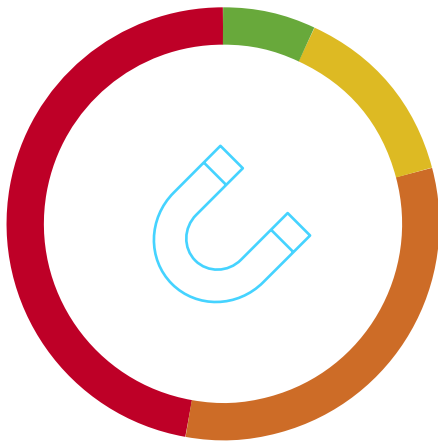
COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Xcel Energy	40	46	33	42	21
Public Service Enterprise Group	40	45	34	42	21
Entergy	40	46	32	42	20
NRG Energy	40	45	33	42	20
WEC Energy Group	40	43	31	46	28
FirstEnergy	39	44	32	42	21
World Fuel Services	39	46	30	42	25
HollyFrontier	39	39	28	52	22
NGL Energy Partners	39	37	29	52	22
Hess	39	35	33	50	21
EOG Resources	38	45	30	40	22
Calpine	38	45	31	38	20
Delek US Holdings	37	42	29	42	20
UGI	37	42	29	42	21
Duke Energy	37	37	25	52	22
Targa Resources	37	39	29	44	27
Chesapeake Energy	37	37	32	42	21
PBF Energy	36	37	27	44	22
Devon Energy	NO DATA AVAILABLE				



Financial Services

AUDIT RANKINGS

Attraction



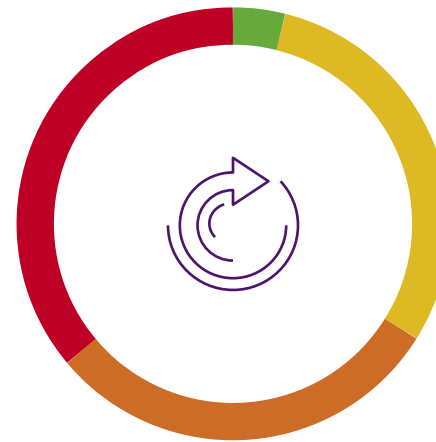
7% Exceptional
14% Acceptable
32% Unsatisfactory
47% Poor

Engagement



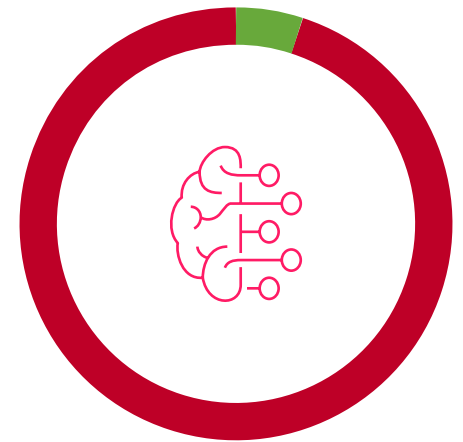
5% Acceptable
9% Unsatisfactory
86% Poor

Conversion



4% Exceptional
30% Acceptable
30% Unsatisfactory
36% Poor

AI



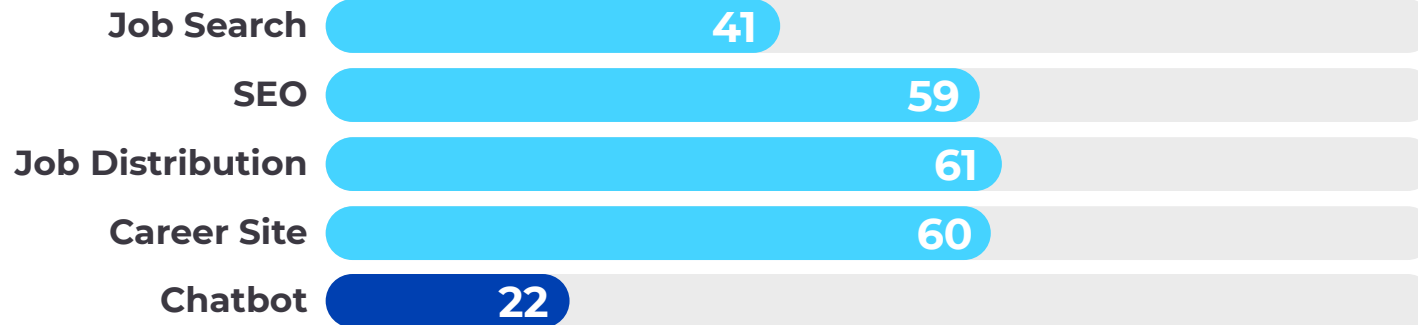
5% Exceptional
95% Poor



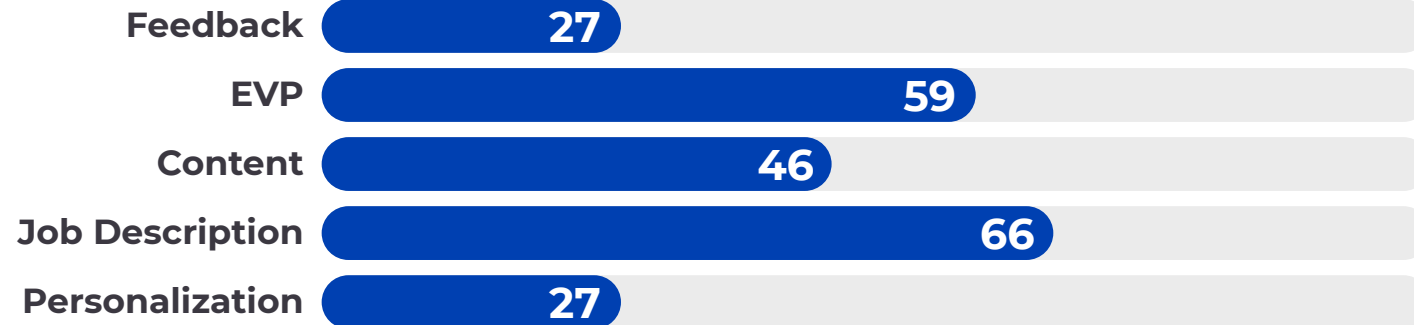
Financial Services

AVERAGE SCORES

Attraction



Engagement



Conversion



The graph illustrates the average scores of each audit conducted within the following categories:

Attraction (Career Site, Job Distribution, SEO, Job Search)

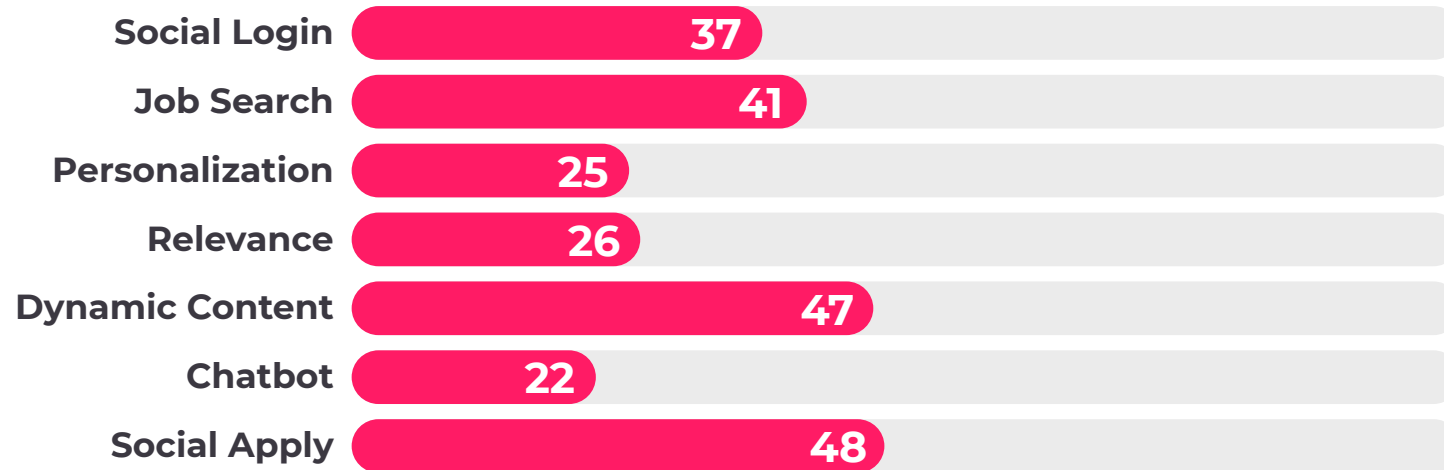
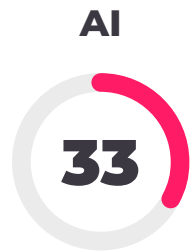
Engagement (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)

Conversion (Apply)



Financial Services

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

FINANCIAL SERVICES											
COMPANY	Overall	Attraction	Engagement	Conversion	AI *	COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Freddie Mac	83	95	64	90	77	Bank of New York Mellon	48	58	30	58	32
Fidelity National Information Services	77	94	70	64	78	Raymond James Financial	48	51	42	52	26
PNC Financial Services Group	68	90	74	36	89	Truist Financial	48	52	38	56	36
Automatic Data Processing	68	70	53	82	43	Hartford Financial Services Group	47	51	34	56	23
USAA	58	76	52	44	48	Blackstone Group	47	39	36	68	30
Citigroup	57	53	49	72	40	Ameriprise Financial	47	51	34	56	35
Wells Fargo	57	64	52	56	38	JPMorgan Chase	47	46	40	56	28
Discover Financial Services	56	62	52	54	35	Regions Financial	47	47	37	58	29
Capital One Financial	55	75	47	42	46	Visa	47	42	43	56	30
Albertsons	55	66	33	68	43	Ally Financial	46	49	35	56	29
Assurant	54	61	42	60	37	Mastercard	46	52	31	56	22
PayPal Holdings	53	62	33	64	33	M&T Bank	45	44	34	60	23
NCR	51	43	44	68	30	American Express	45	55	30	52	26
Bank of America	51	46	44	64	28	TIAA	45	55	40	40	35
Fannie Mae	51	56	38	60	32	U.S. Bancorp	45	49	33	54	28
Citizens Financial Group	50	57	42	52	36	Northern Trust	45	42	35	60	30
Genworth Financial	49	48	34	68	30	Franklin Resources	45	41	35	60	29
BlackRock	49	55	41	52	34	Jones Financial (Edward Jones)	44	44	41	48	29
State Street	49	52	32	64	30	Goldman Sachs Group	44	52	33	48	28
Altria Group	49	47	35	66	30	Fifth Third Bancorp	44	42	32	60	23

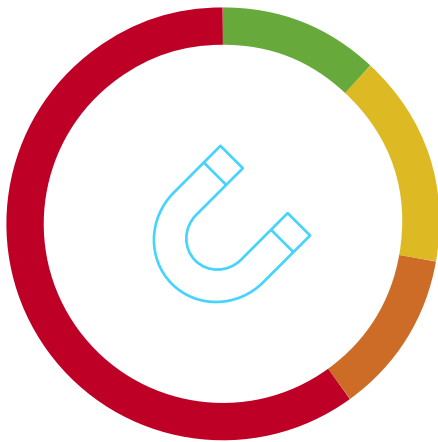
COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Lincoln National	43	52	31	46	24
Prudential Financial	42	48	39	40	23
KeyCorp	42	45	37	46	28
Ameren	42	42	34	52	21
Morgan Stanley	42	49	33	44	22
Charles Schwab	41	47	35	42	23
First American Financial	41	54	32	36	31
Principal Financial	41	43	32	48	25
S&P Global	40	46	31	44	24
StoneX Group	38	54	31	28	33
Reinsurance Group of America	38	38	39	36	27
Intercontinental Exchange	36	44	28	36	24
Fidelity National Financial	34	33	26	44	20
Old Republic International (Old Republic Title)	32	42	31	20	20
Synchrony Financial	26	35	24	20	20
KKR (Kohlberg Kravis Roberts)	NO DATA AVAILABLE				



Food & Beverage

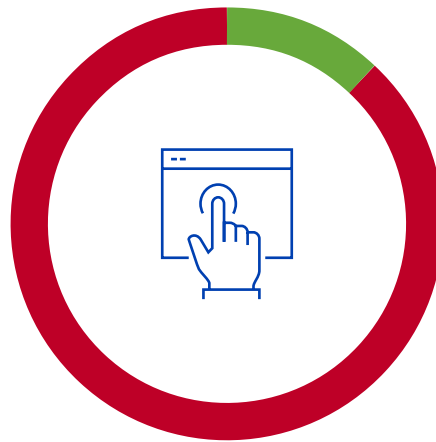
AUDIT RANKINGS

Attraction



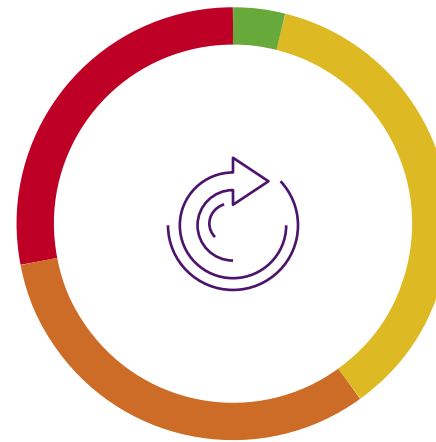
12% Exceptional
16% Acceptable
12% Unsatisfactory
60% Poor

Engagement



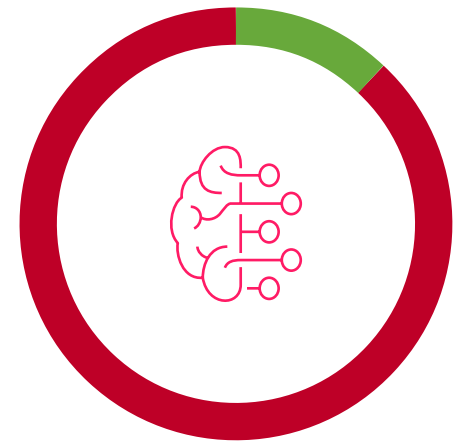
12% Exceptional
88% Poor

Conversion



4% Exceptional
36% Acceptable
32% Unsatisfactory
28% Poor

AI



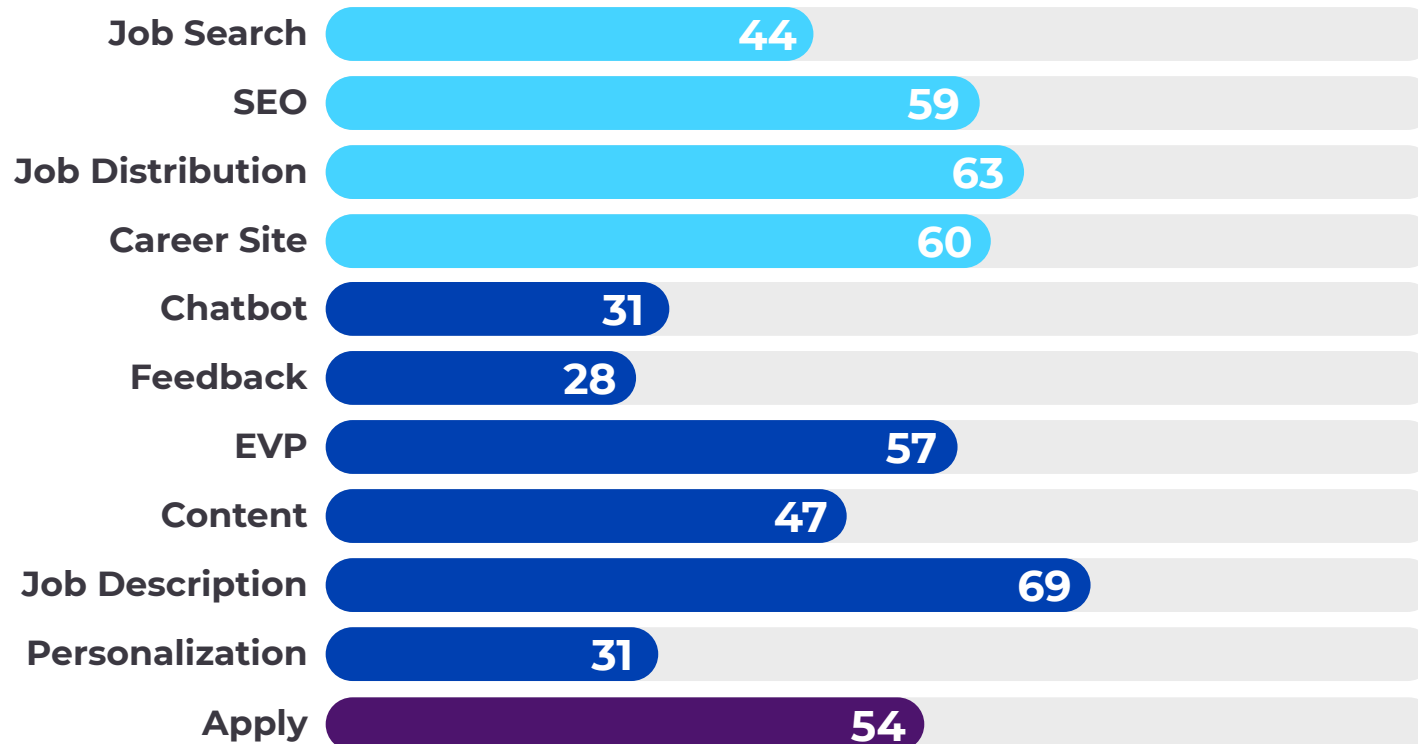
12% Exceptional
88% Poor



Food & Beverage

AVERAGE SCORES

Attraction



Engagement



Conversion



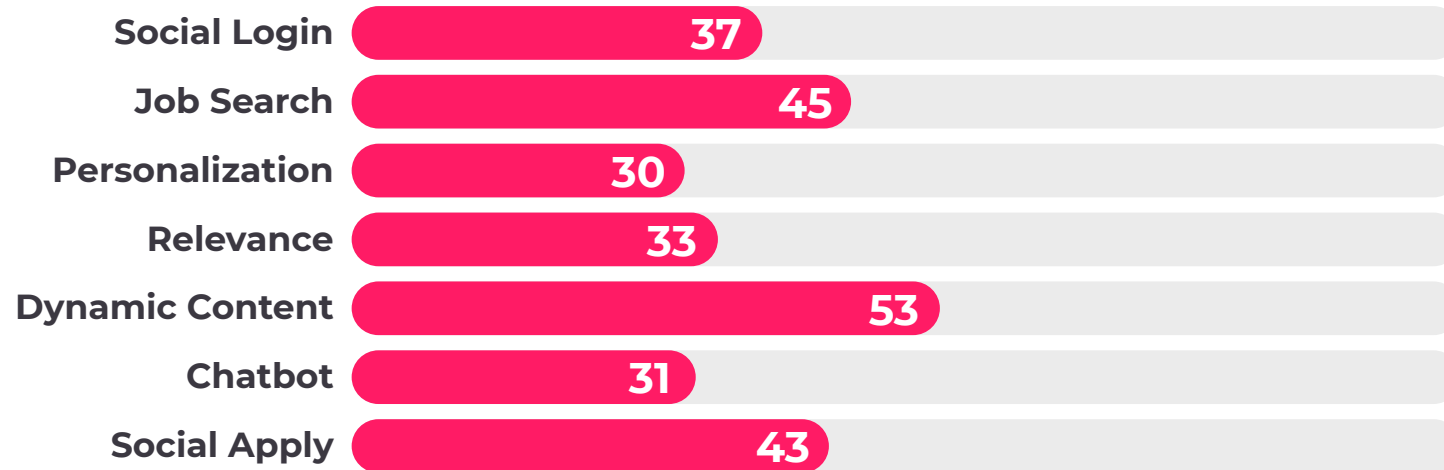
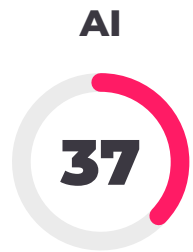
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Food & Beverage

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

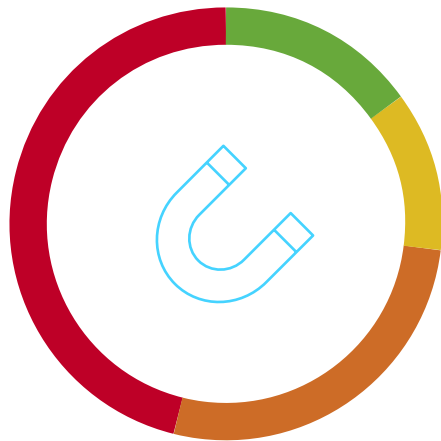
FOOD & BEVERAGE											
COMPANY						COMPANY					
	Overall	Attraction	Engagement	Conversion	AI *		Overall	Attraction	Engagement	Conversion	AI *
The Hershey Company	85	94	78	82	88	Molson Coors Beverage	40	45	34	42	21
Campbell Soup Company	79	93	77	64	89	Dean Foods	40	44	29	50	24
Land O'Lakes Inc.	76	82	82	62	89	Tyson Foods	40	48	35	36	20
PepsiCo	54	61	40	64	46	Ingredion	36	45	28	36	24
General Mills	53	61	39	62	34						
Post Holdings	51	59	42	52	35						
Kellogg	50	50	41	60	35						
Mosaic	49	45	36	68	30						
Conagra Brands	48	46	41	60	26						
Constellation Brands	48	46	34	68	30						
Core-Mark Holding	48	51	41	54	40						
Mondelez International	48	52	36	56	28						
Starbucks	48	49	38	56	24						
United Natural Foods	47	49	35	58	31						
Coca-Cola	45	63	29	44	33						
J.M. Smucker	45	45	35	56	23						
Sysco	43	63	29	36	35						
Kraft Heinz	42	46	30	52	22						
Hormel Foods	42	48	43	36	37						
Keurig Dr. Pepper	42	50	34	42	31						



Healthcare & Pharmaceutical

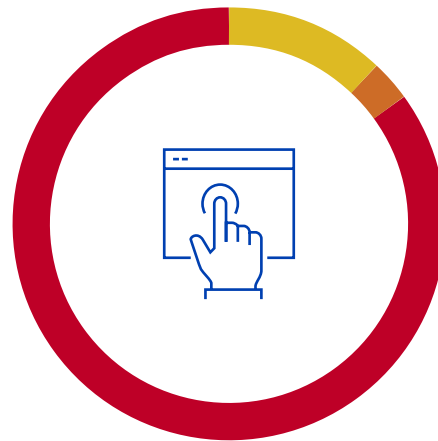
AUDIT RANKINGS

Attraction



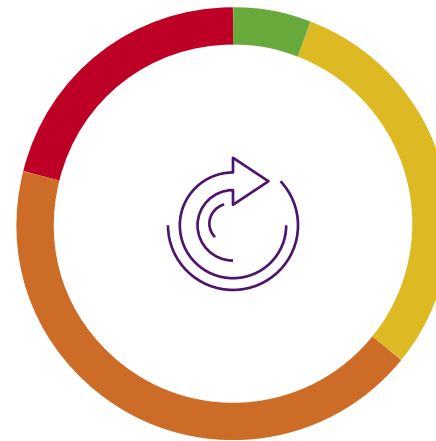
15% Exceptional
12% Acceptable
27% Unsatisfactory
46% Poor

Engagement



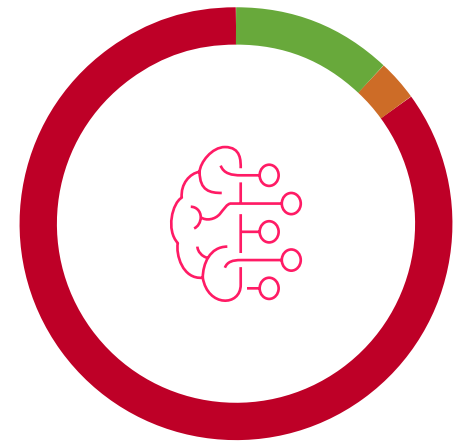
12% Acceptable
3% Unsatisfactory
85% Poor

Conversion



6% Exceptional
30% Acceptable
43% Unsatisfactory
21% Poor

AI



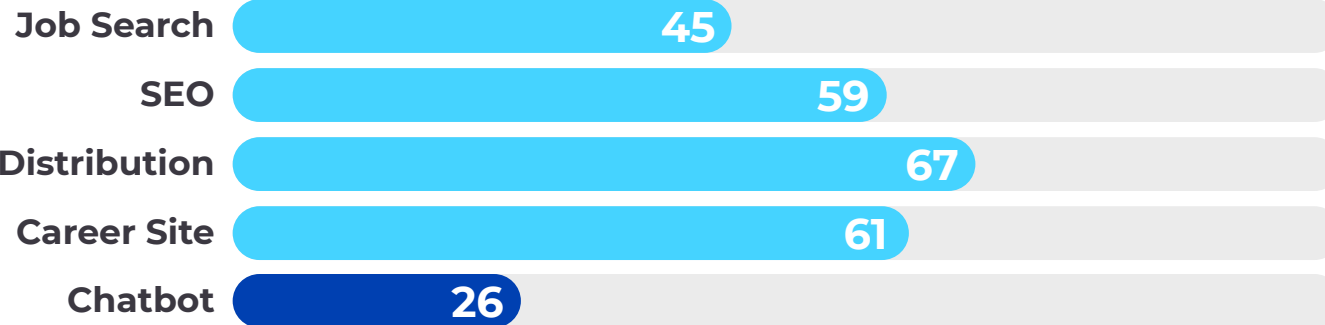
12% Exceptional
3% Unsatisfactory
85% Poor



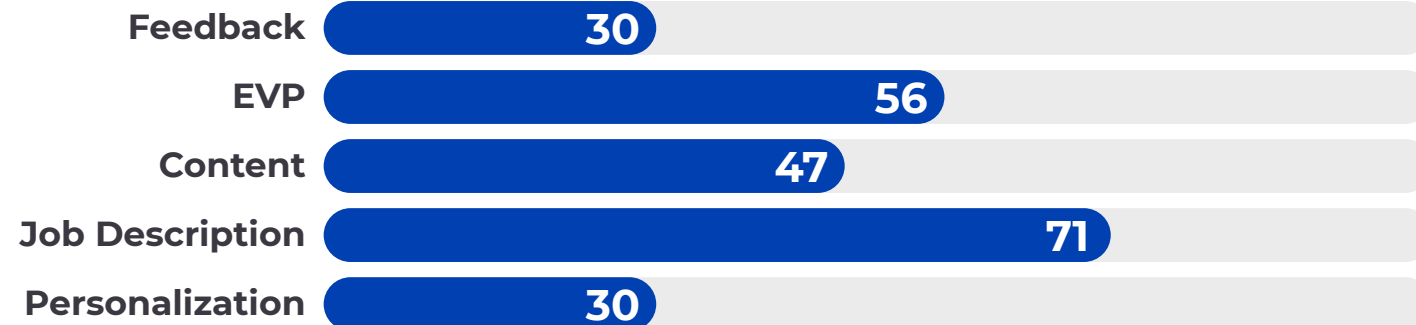
Healthcare & Pharmaceutical

AVERAGE SCORES

Attraction



Engagement



Conversion



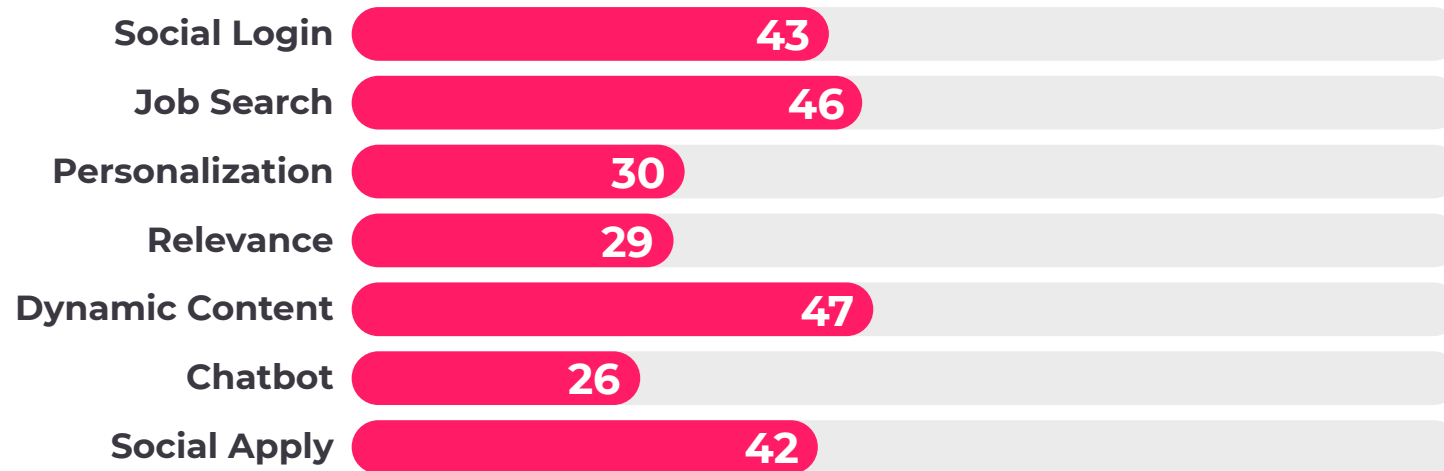
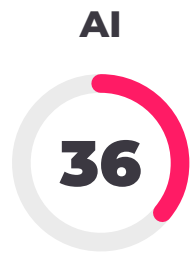
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Healthcare & Pharmaceutical

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

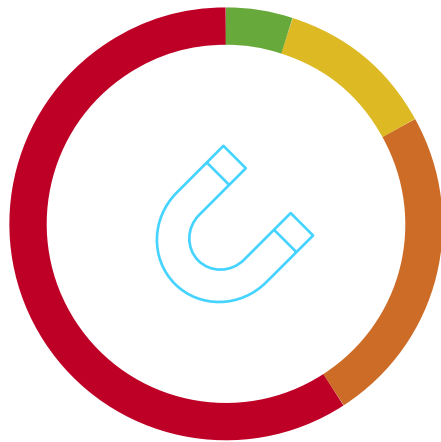
HEALTHCARE & PHARMACEUTICAL											
COMPANY						COMPANY					
	Overall	Attraction	Engagement	Conversion	AI *		Overall	Attraction	Engagement	Conversion	AI *
Abbott Laboratories	84	92	74	88	89	US Foods Holding	46	43	34	64	28
DaVita	77	92	72	66	77	Johnson & Johnson	45	49	37	50	22
Merck	75	90	75	60	88	Gilead Sciences	45	47	36	52	22
Magellan Health	75	94	64	66	87	Biogen	45	47	32	56	32
Regeneron Pharmaceuticals	68	80	48	76	53	Pfizer	44	55	31	48	24
Becton Dickinson	57	63	55	52	35	Boston Scientific	43	47	39	44	23
Stryker	56	69	44	56	34	AbbVie	43	60	34	32	33
Baxter International	53	55	45	60	33	Community Health Systems	42	34	32	64	26
Tenet Healthcare	52	58	35	64	38	Henry Schein	42	44	31	52	20
Laboratory Corp. of America	51	64	38	50	44	Zoetis	39	43	36	38	30
AmerisourceBergen	50	45	39	68	28	Universal Health Services	38	46	29	40	28
Bristol-Myers Squibb	49	49	45	52	26	Zimmer Biomet Holdings	36	38	27	44	20
Eli Lilly	49	54	40	52	33						
Cardinal Health	48	51	36	60	23						
IQVIA Holdings	48	52	34	60	28						
McKesson	47	44	42	56	23						
Owens & Minor	47	49	32	60	23						
HCA Healthcare	46	51	34	56	32						
Quest Diagnostics	46	52	36	52	34						
Amgen	46	43	44	52	23						



Insurance

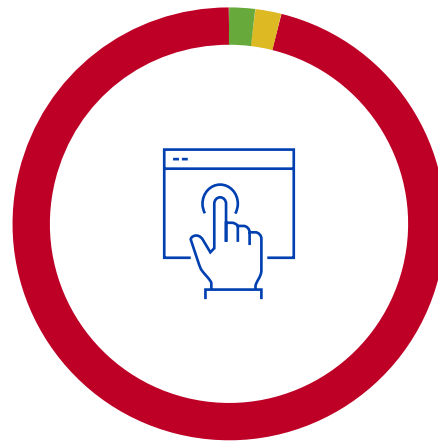
AUDIT RANKINGS

Attraction



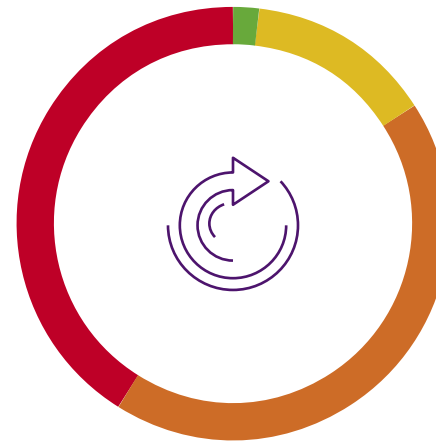
5% Exceptional
12% Acceptable
24% Unsatisfactory
59% Poor

Engagement



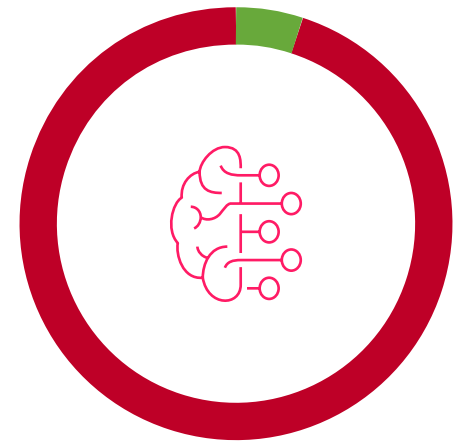
2% Exceptional
2% Acceptable
96% Poor

Conversion



2% Exceptional
14% Acceptable
43% Unsatisfactory
41% Poor

AI



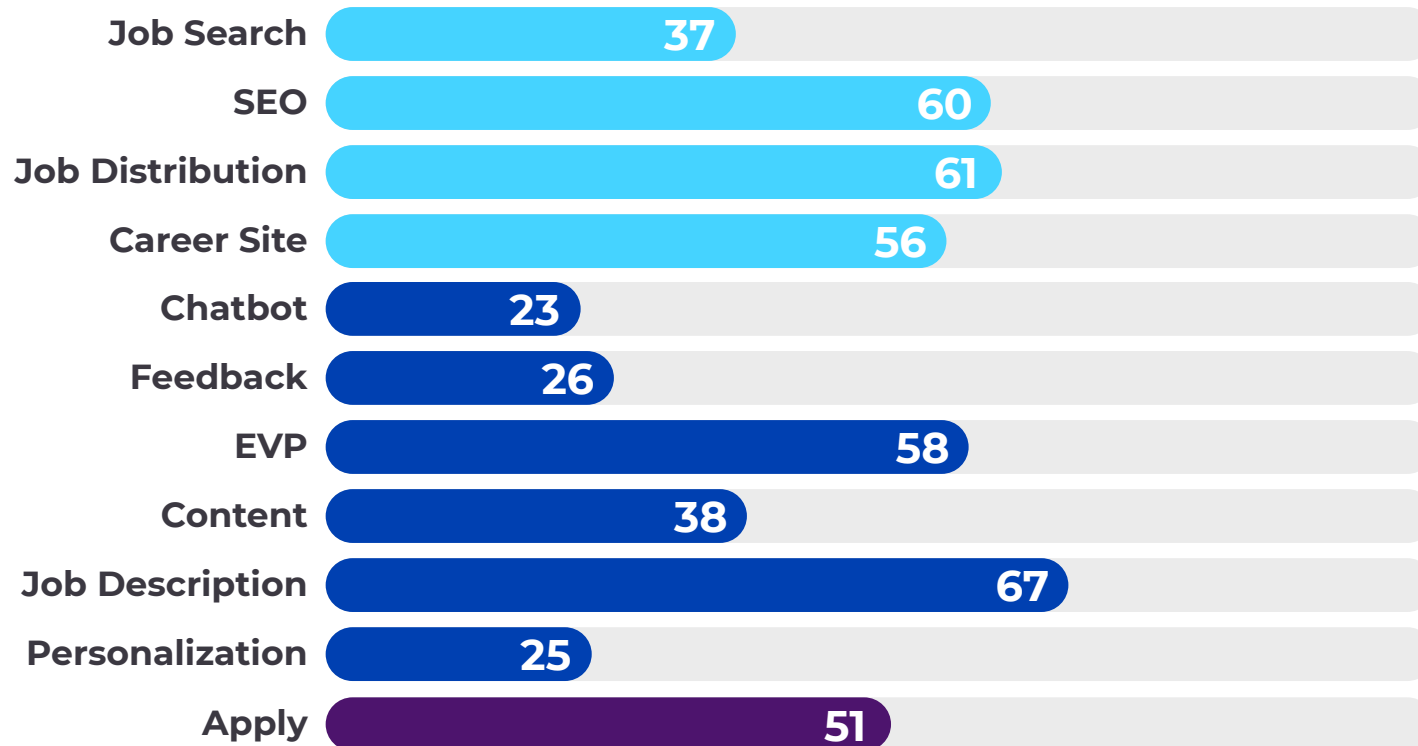
5% Exceptional
95% Poor



Insurance

AVERAGE SCORES

Attraction



Engagement



Conversion



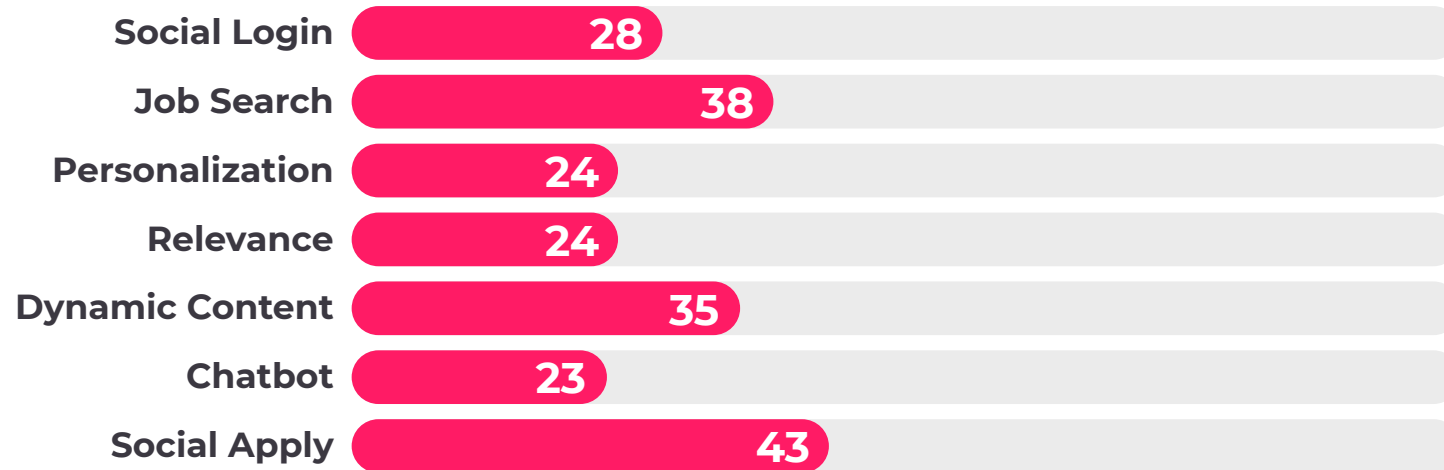
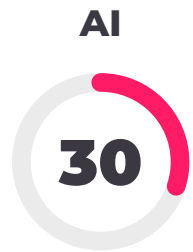
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Insurance

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

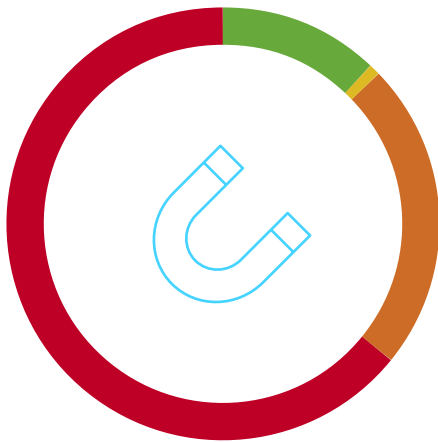
INSURANCE											
COMPANY						COMPANY					
	Overall	Attraction	Engagement	Conversion	AI *		Overall	Attraction	Engagement	Conversion	AI *
Cigna	91	95	79	100	98	Voya Financial	44	43	34	56	23
Centene	68	91	70	40	79	Brighthouse Financial	44	47	32	54	22
UnitedHealth Group	54	53	44	68	28	Aflac	44	43	32	58	28
Progressive	49	65	40	42	37	Unum Group	44	44	33	56	33
Guardian Life Ins. Co. of America	49	50	39	60	35	Markel	44	41	32	60	22
American Family Insurance Group	49	47	35	68	28	Mutual of Omaha Insurance	42	50	33	44	23
Nationwide	49	59	39	48	30	Massachusetts Mutual Life Insurance	42	55	28	44	38
Allstate	49	64	32	50	28	Loews	42	42	34	52	20
AIG	48	55	43	46	30	Northwestern Mutual	42	42	30	56	22
Molina Healthcare	48	50	38	58	28	Auto-Owners Insurance	42	36	32	60	22
Farmers Insurance Exchange	48	53	37	54	28	W.R. Berkley	41	43	32	50	23
Marsh & McLennan	47	49	37	56	39	Western & Southern Financial Group	41	45	34	44	26
Humana	47	57	35	48	24	Arthur J. Gallagher	41	46	29	48	27
Pacific Life	46	51	32	58	29	American Financial Group	40	38	35	50	23
Liberty Mutual Insurance Group	46	64	36	36	35	Berkshire Hathaway	40	43	28	50	20
New York Life Insurance	46	63	34	40	28	Erie Insurance Group	40	45	34	40	21
Travelers	46	51	38	48	28	State Farm Insurance	38	39	33	42	26
MetLife	46	50	34	54	20	Alleghany (TransRe)	31	37	34	20	20
Anthem	45	49	33	54	28						
Thrivent Financial for Lutherans	44	43	33	60	23						



Manufacturing

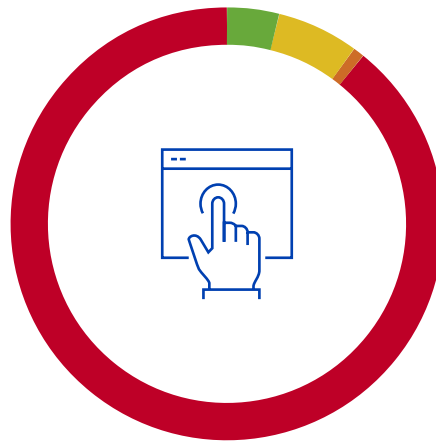
AUDIT RANKINGS

Attraction



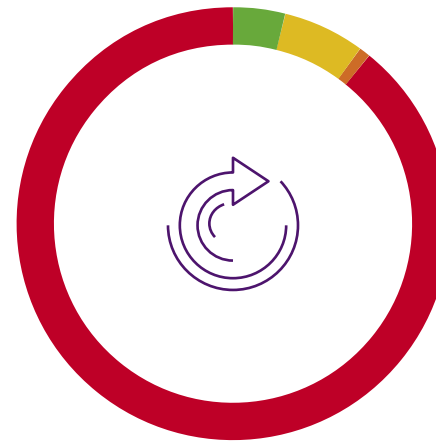
12% Exceptional
1% Acceptable
23% Unsatisfactory
64% Poor

Engagement



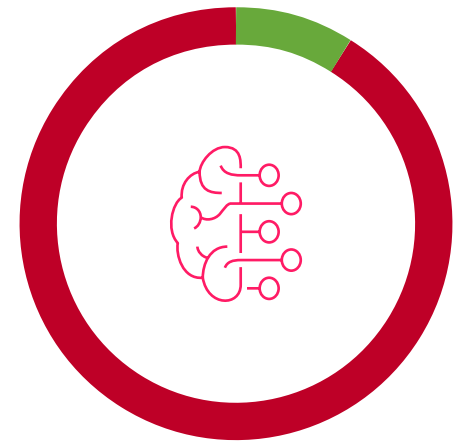
4% Exceptional
6% Acceptable
1% Unsatisfactory
89% Poor

Conversion



4% Exceptional
22% Acceptable
34% Unsatisfactory
40% Poor

AI



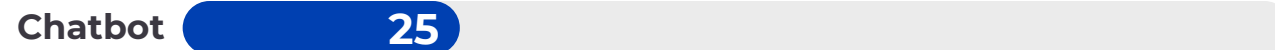
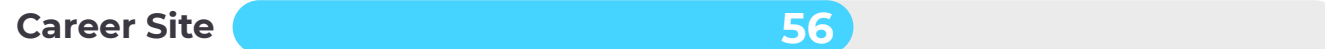
9% Exceptional
91% Poor



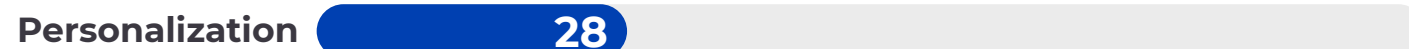
Manufacturing

AVERAGE SCORES

Attraction



Engagement



Conversion



The graph illustrates the average scores of each audit conducted within the following categories:

Attraction (Career Site, Job Distribution, SEO, Job Search)

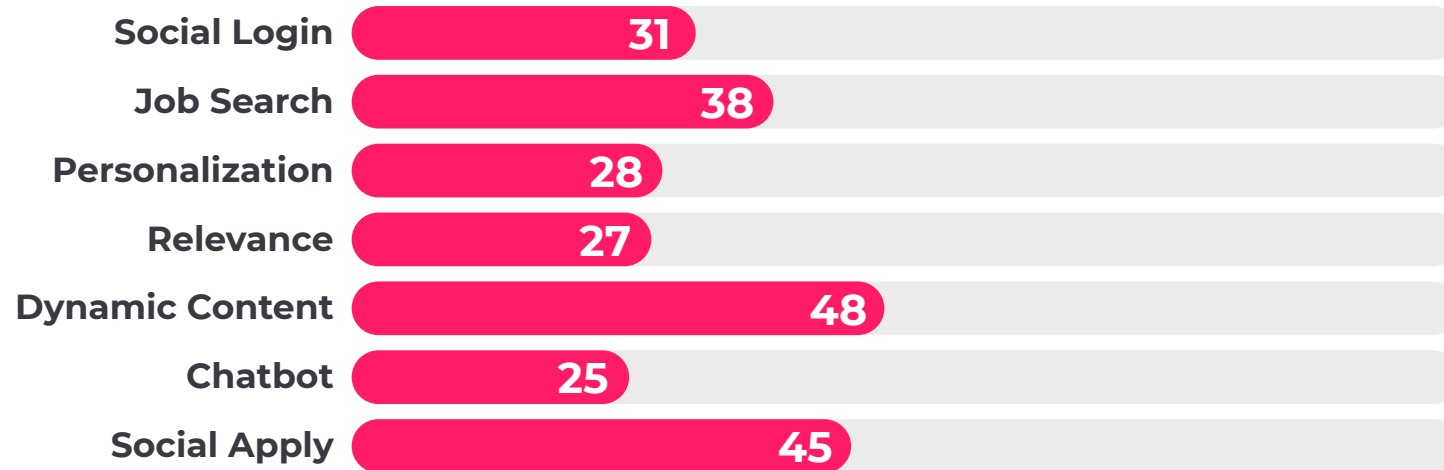
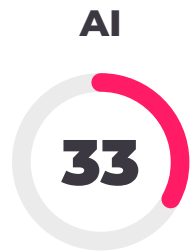
Engagement (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)

Conversion (Apply)



Manufacturing

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

MANUFACTURING											
COMPANY	Overall	Attraction	Engagement	Conversion	AI *	COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Honeywell International	91	94	89	90	85	Emerson Electric	48	51	38	58	25
Thermo Fisher Scientific	91	90	86	98	95	Paccar	48	50	36	60	20
Danaher	90	93	82	96	95	Oshkosh	48	45	34	68	30
American Axle & Manufacturing	77	95	67	66	84	Masco	48	44	34	68	30
Fortive	69	80	66	60	90	BorgWarner	48	38	39	68	26
General Electric	68	86	70	44	89	Owens Corning	47	55	42	44	30
General Motors	66	81	56	60	48	Cummins	46	52	37	50	28
DuPont	65	78	67	48	92	Deere	46	55	41	40	24
Analog Devices	62	81	46	58	49	Ford Motor	45	47	35	56	29
Boeing	55	59	44	64	32	AK Steel Holding	45	43	32	64	30
Philip Morris International	51	66	37	50	32	Goodyear Tire & Rubber	45	48	35	54	21
PPG Industries	51	57	37	60	38	Northrop Grumman	45	59	37	38	39
Raytheon	50	51	45	56	35	United States Steel	45	48	32	56	32
Estée Lauder	50	58	34	60	39	Applied Materials	44	45	31	60	29
Caterpillar	50	53	40	58	30	Nucor	44	49	33	52	20
Illinois Tool Works	50	59	41	48	37	Stanley Black & Decker	44	51	35	48	32
Huntsman	50	48	35	68	30	Genuine Parts	44	53	30	50	26
Alcoa	49	47	36	68	30	Coty	44	57	35	40	27
Whirlpool	49	48	44	56	21	Tesla	44	49	32	52	26
Archer Daniels Midland	48	60	32	54	36	Avery Dennison	43	40	39	52	30

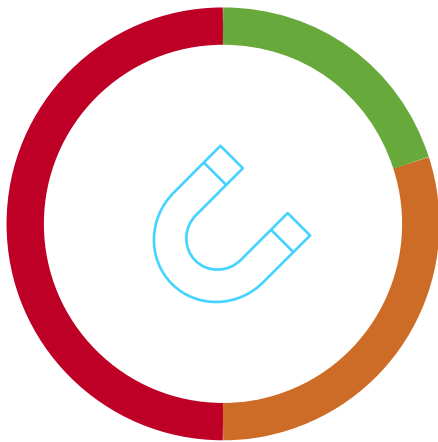
COMPANY	Overall	Attraction	Engagement	Conversion	AI *	COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Westlake Chemical	43	37	34	60	21	Huntington Ingalls Industries	40	45	34	42	21
Reliance Steel & Aluminum (Metals USA)	43	44	32	54	26	AGCO	40	45	32	42	21
Jabil	43	40	36	54	25	Eastman Chemical	40	47	30	42	20
Tenneco	43	57	28	44	26	Navistar International	38	43	31	42	23
Berry Global Group	43	42	40	46	22	Dover	38	42	32	42	20
Textron	43	42	35	52	27	Crown Holdings	38	40	31	44	21
Olin	42	43	34	52	23	Weyerhaeuser	38	41	34	38	22
Lear	42	36	37	56	21	Autoliv	38	37	32	44	28
Polaris Industries	42	42	30	56	21	Dana	36	42	32	36	20
Air Products & Chemicals	42	47	33	46	21	Sanmina	34	41	31	28	20
Spirit AeroSystems Holdings	41	43	32	50	23						
WestRock	41	44	36	44	21						
Mohawk Industries	41	49	32	42	20						
Graphic Packaging Holding	41	55	28	40	26						
Thor Industries	41	44	31	48	26						
Steel Dynamics	40	44	31	48	23						
International Paper	40	45	29	48	20						
Ball	40	43	35	44	23						
Corning	40	42	35	44	23						
Packaging Corp. of America	40	37	29	56	20						



Restaurant & Hospitality

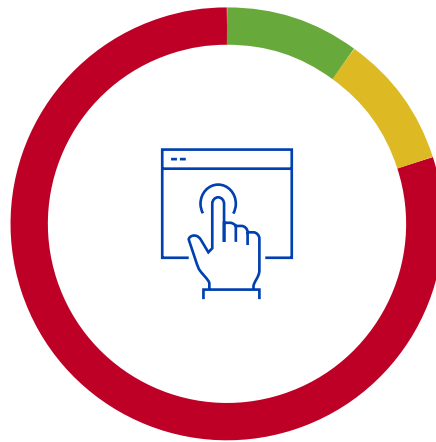
AUDIT RANKINGS

Attraction



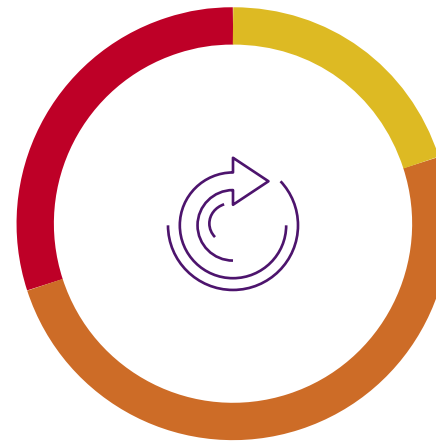
20% Exceptional
30% Unsatisfactory
50% Poor

Engagement



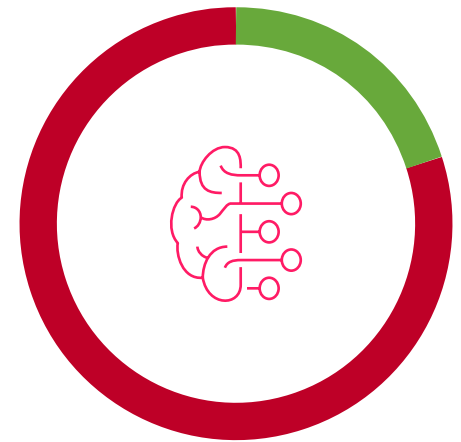
10% Exceptional
10% Acceptable
80% Poor

Conversion



20% Acceptable
50% Unsatisfactory
30% Poor

AI



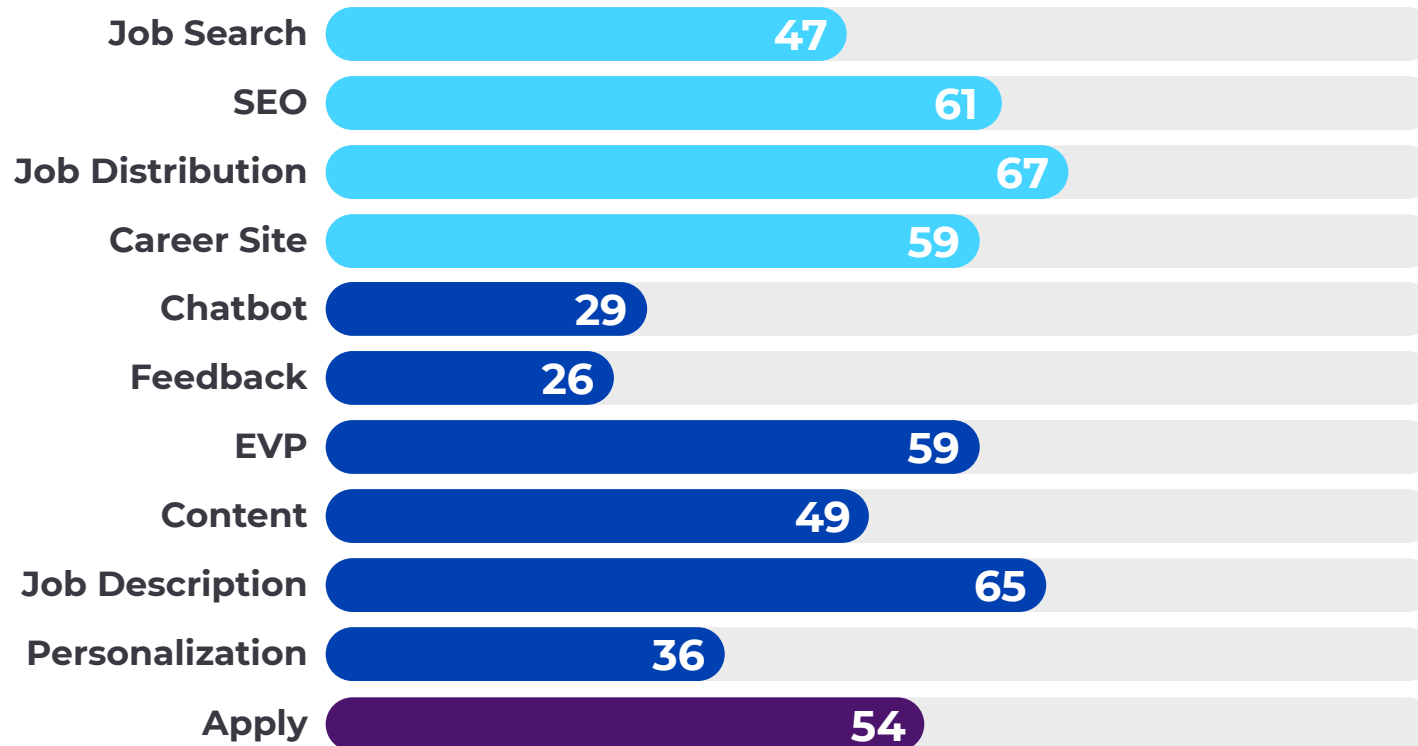
20% Exceptional
80% Poor



Restaurant & Hospitality

AVERAGE SCORES

Attraction



Engagement



Conversion



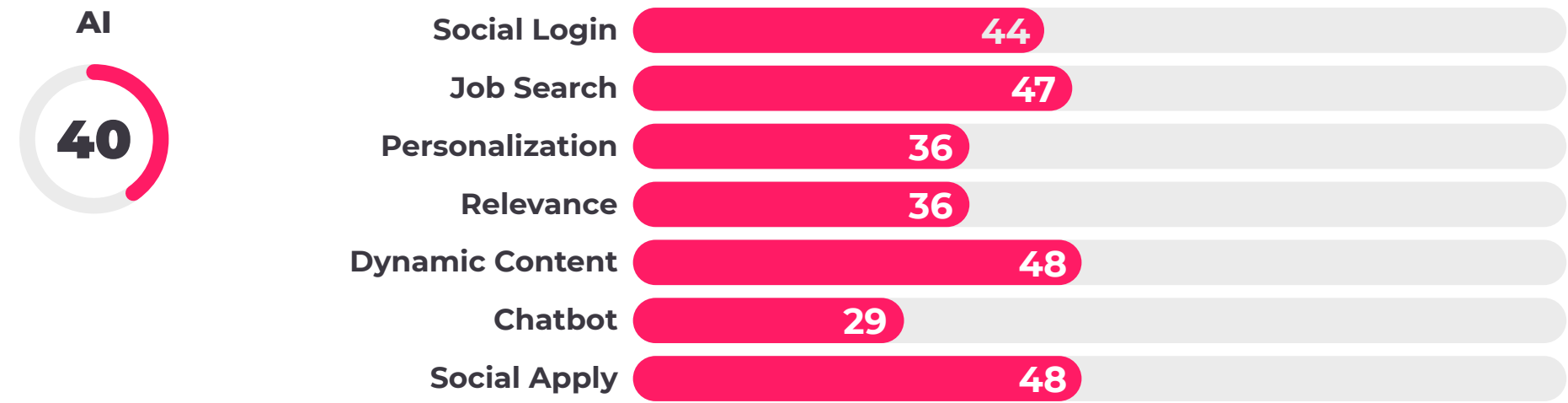
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Restaurant & Hospitality

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

RESTAURANT & HOSPITALITY

COMPANY

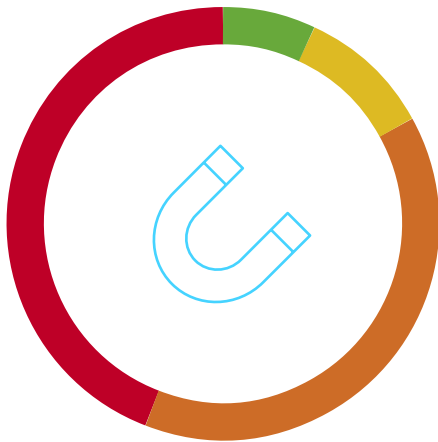
MGM Resorts International	80	94	78	66	89
Hilton Worldwide Holdings	74	92	72	56	85
Marriott International	50	52	43	56	30
McDonald's	49	59	32	56	37
Aramark	47	50	32	62	36
Wynn Resorts	42	50	36	42	26
Las Vegas Sands	42	46	33	48	22
Yum China Holdings (KFC)	42	45	31	50	23
Caesars Entertainment	41	44	31	48	29
Darden Restaurants	40	36	32	54	24



Retail

AUDIT RANKINGS

Attraction



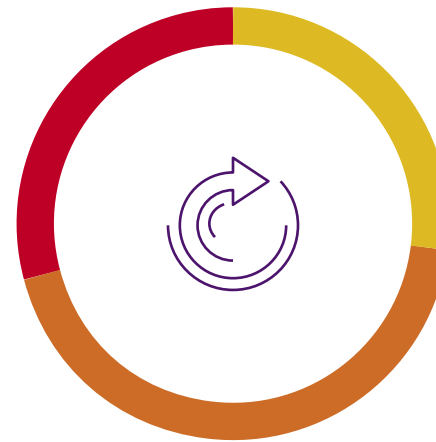
7% Exceptional
10% Acceptable
39% Unsatisfactory
44% Poor

Engagement



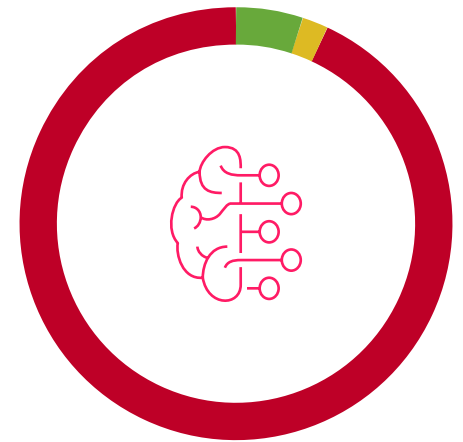
5% Acceptable
3% Unsatisfactory
92% Poor

Conversion



27% Acceptable
44% Unsatisfactory
29% Poor

AI



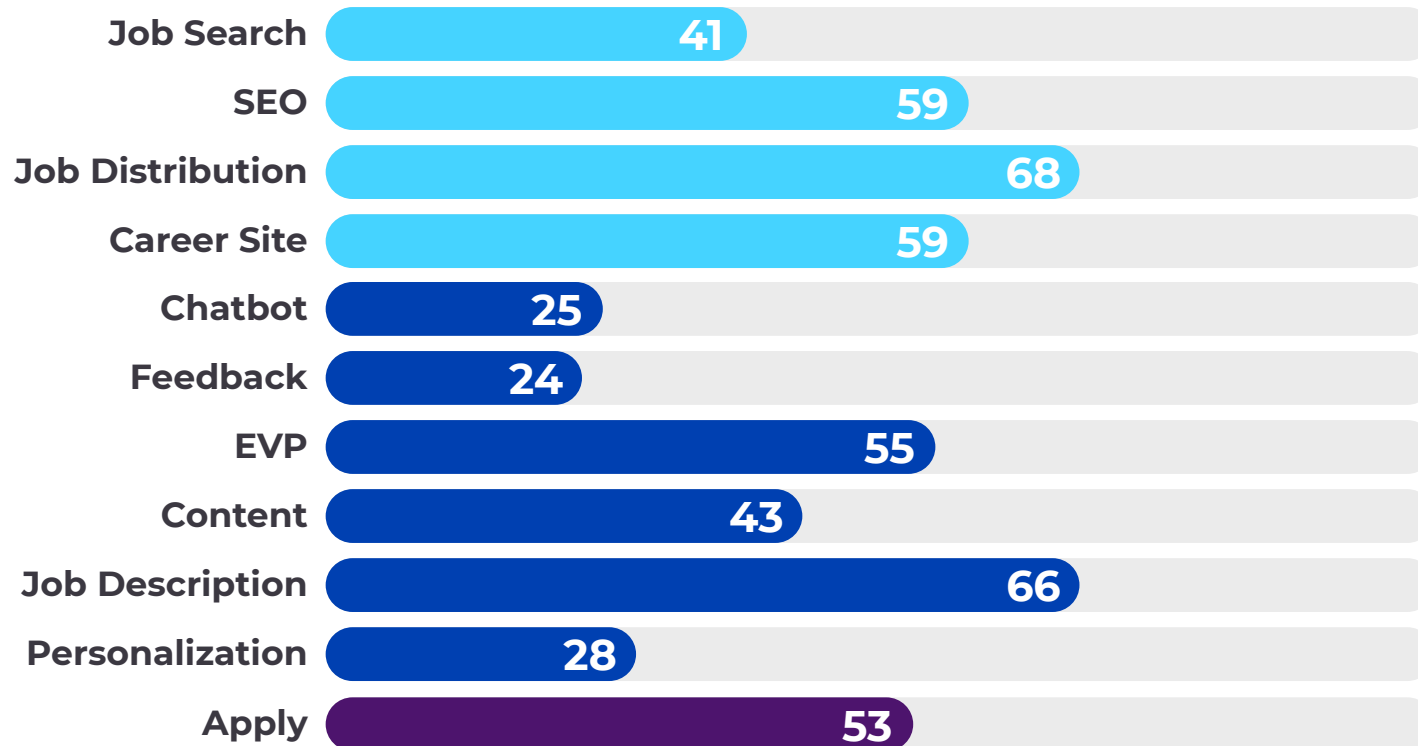
5% Exceptional
2% Acceptable
93% Poor



Retail

AVERAGE SCORES

Attraction



Engagement



Conversion



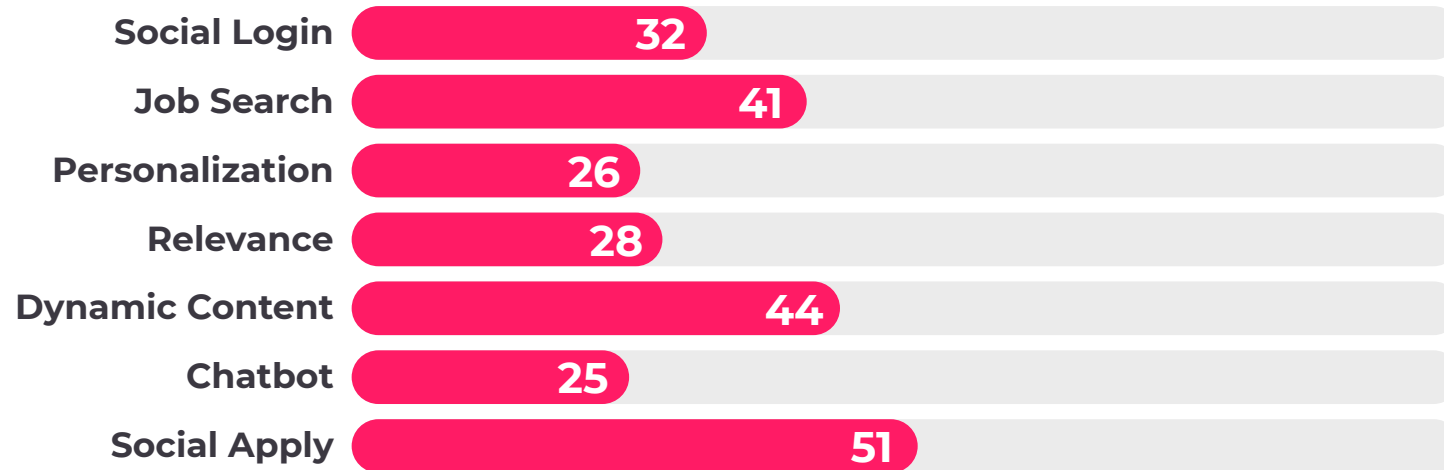
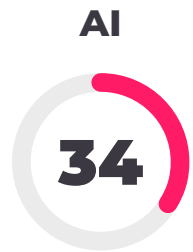
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Retail

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

RETAIL											
COMPANY						COMPANY					
	Overall	Attraction	Engagement	Conversion	AI *		Overall	Attraction	Engagement	Conversion	AI *
CarMax	75	91	72	60	95	Chevron	48	46	37	64	28
Kohl's	72	91	71	52	78	Dick's Sporting Goods	48	44	42	60	30
PVH	68	89	61	52	62	Advance Auto Parts	48	51	34	60	28
Foot Locker	66	90	57	50	84	Nordstrom	47	42	32	72	32
Walgreens Boots Alliance	65	75	59	62	46	Lowe's	47	51	39	52	25
Target	56	62	35	72	37	Dollar General	47	50	34	58	31
Publix Super Markets	54	74	39	50	47	Kroger	46	47	36	56	26
eBay	54	57	45	60	32	Group 1 Automotive	46	51	39	48	27
Sherwin-Williams	54	62	39	60	34	Wayfair	46	60	33	44	26
Walmart	53	59	39	64	38	Ulta Beauty	46	50	37	50	29
Gap	52	56	44	58	30	Best Buy	45	57	35	44	37
Macy's	50	60	47	44	31	TJX	45	56	34	46	29
Rite Aid	50	60	33	58	39	L Brands	45	44	34	60	30
Ralph Lauren	50	52	36	62	25	Williams-Sonoma	45	48	33	56	25
AutoNation	49	57	34	58	33	Bed Bath & Beyond	45	47	34	56	30
GameStop	49	53	32	64	34	Lithia Motors	45	44	34	60	27
Dollar Tree	49	60	35	52	33	Dillard's	45	51	32	52	22
Amazon	49	50	37	62	27	VF	44	47	32	56	22
Qurate Retail (QVC)	49	56	31	60	37	Burlington Stores	44	50	33	50	29
Home Depot	49	59	33	54	30	AutoZone	44	50	31	52	32

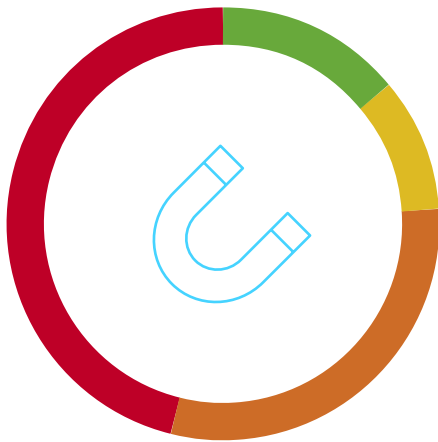
COMPANY	Overall	Attraction	Engagement	Conversion	AI *
CVS Health	44	46	42	44	35
Casey's General Stores	44	47	32	54	26
Tapestry	44	45	32	56	21
Murphy USA	44	43	32	58	22
Ross Stores	44	48	42	40	25
BJ's Wholesale Club	44	47	29	56	22
Icahn Enterprises (CVR Energy)	43	47	31	54	26
LKQ	42	51	32	44	28
TravelCenters of America	41	56	32	34	32
J.C. Penney	40	43	32	46	22
O'Reilly Automotive	40	48	29	44	23
Asbury Automotive Group	40	47	31	42	23
Office Depot	39	51	30	36	27
Tractor Supply	39	40	32	46	20
CHS	39	40	24	56	30
Sonic Automotive	37	40	30	44	21
Ascena Retail Group	37	46	30	36	24
Costco Wholesale	37	42	25	46	20



Software & Technology

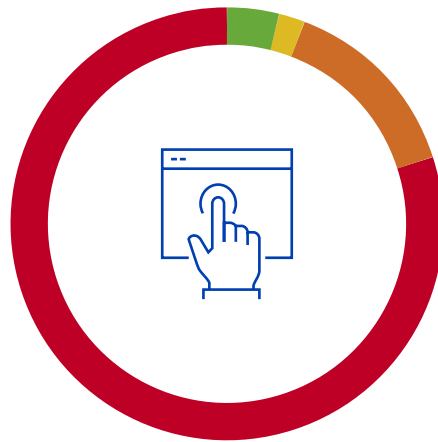
AUDIT RANKINGS

Attraction



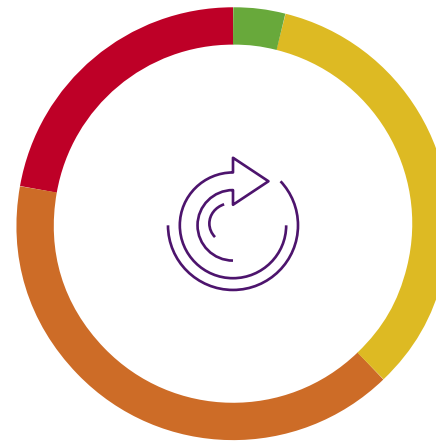
14% Exceptional
10% Acceptable
30% Unsatisfactory
46% Poor

Engagement



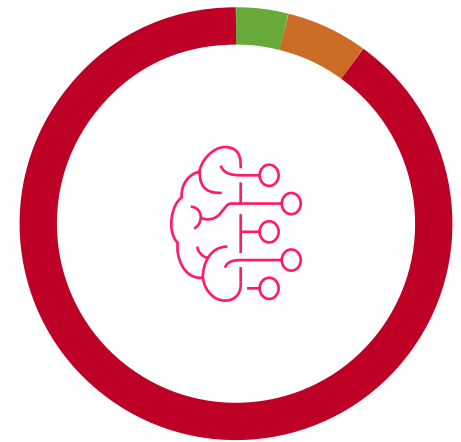
4% Exceptional
2% Acceptable
14% Unsatisfactory
80% Poor

Conversion



4% Exceptional
34% Acceptable
40% Unsatisfactory
22% Poor

AI



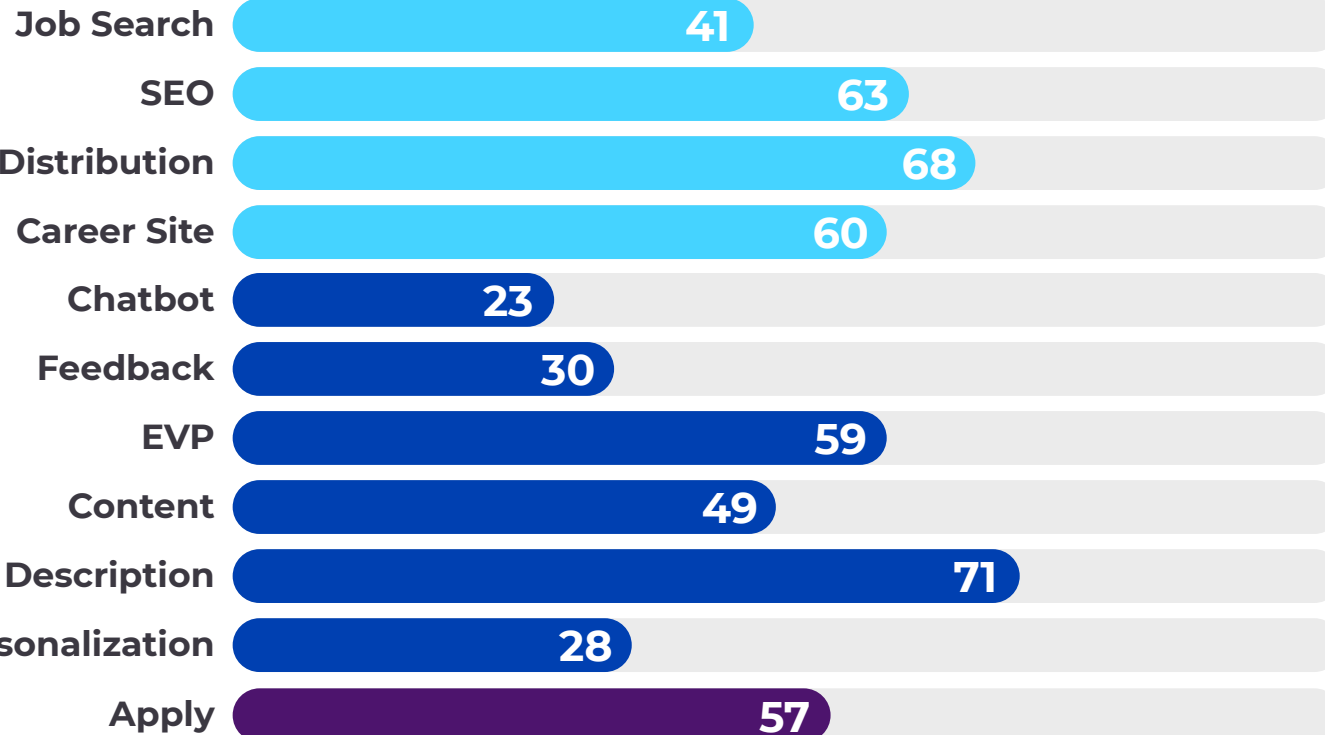
4% Exceptional
6% Unsatisfactory
90% Poor



Software & Technology

AVERAGE SCORES

Attraction



Engagement



Conversion



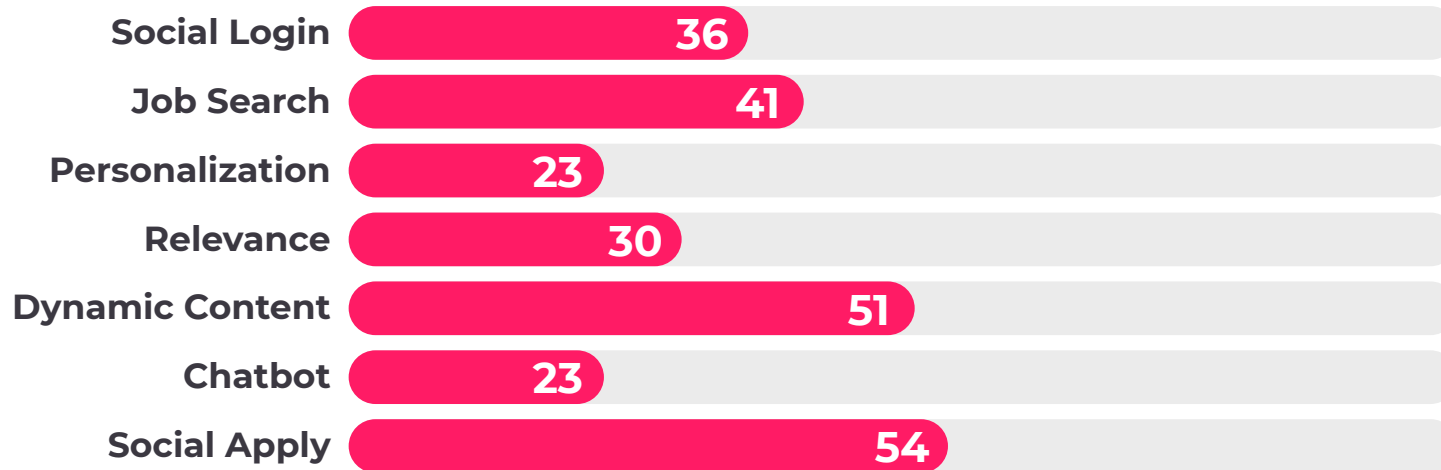
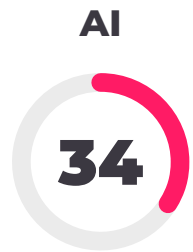
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Software & Technology

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

SOFTWARE & TECHNOLOGY											
COMPANY	Overall	Attraction	Engagement	Conversion	AI *	COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Arrow Electronics	85	94	88	72	95	Intel	48	54	35	56	35
Cognizant Technology Solutions	79	94	56	90	54	Oracle	48	66	39	36	34
Microsoft	77	86	77	68	58	Avnet	48	49	36	60	32
Activision Blizzard	76	84	72	70	80	HP	47	67	35	40	39
Booking Holdings (Booking.com)	73	89	55	74	56	Cisco Systems	47	49	47	46	27
Apple	72	75	50	94	48	CenturyLink, Inc.	47	56	34	52	21
Lockheed Martin	64	79	50	64	50	Texas Instruments	46	53	31	56	38
Dell Technologies	60	59	54	68	38	salesforce.com	46	54	33	52	23
Ecolab	59	59	55	64	39	IBM	45	47	40	50	24
Fiserv	58	67	48	60	41	Micron Technology	45	44	36	58	24
Raytheon Technologies	53	63	45	52	44	Leidos Holdings	45	41	37	60	26
Netflix	53	55	38	68	36	CDW	45	46	35	54	28
Intuit	51	64	54	34	35	Xerox Holdings	44	44	33	56	23
Facebook	51	56	42	56	30	Tech Data	43	44	37	50	26
Adobe	51	49	38	68	30	Advanced Micro Devices	43	39	36	56	21
Nvidia	49	46	37	68	30	Qualcomm	43	48	30	52	22
Motorola Solutions	49	45	36	68	30	Rockwell Automation	43	53	38	36	33
Alphabet (Google)	49	52	37	58	22	Expedia Group	42	44	32	52	21
Western Digital	49	58	33	56	31	Synnex	41	43	30	52	22
Hewlett Packard Enterprise	48	57	36	52	26	NetApp	41	50	33	40	24

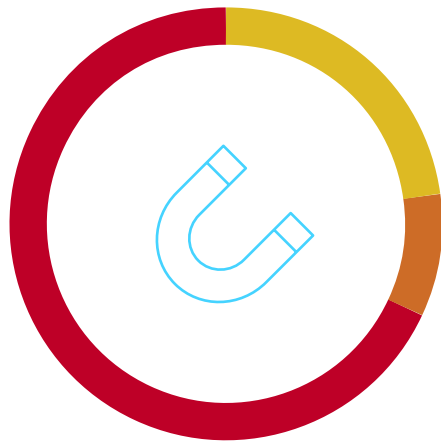
COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Broadcom	41	44	28	52	22
Insight Enterprises	41	46	31	46	24
DXC Technology	41	39	29	56	22
Celanese	40	44	31	48	23
Parker-Hannifin	40	44	34	42	25
Amphenol	39	41	31	46	20
Lam Research	38	41	32	42	20



Telecommunications & Media

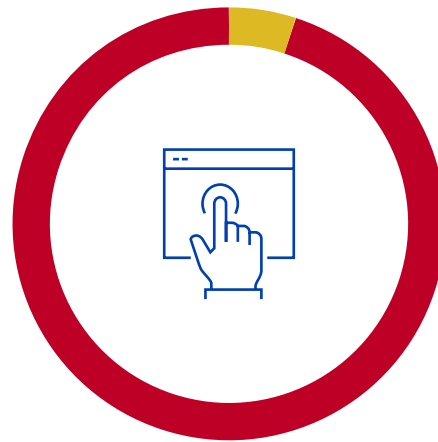
AUDIT RANKINGS

Attraction



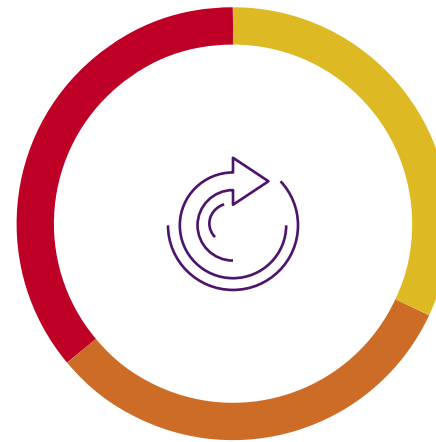
23% Acceptable
9% Unsatisfactory
68% Poor

Engagement



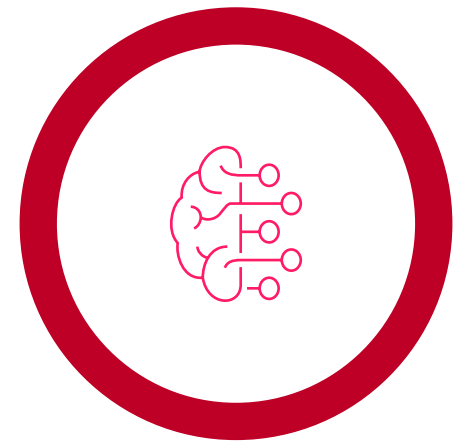
5% Acceptable
95% Poor

Conversion



32% Acceptable
32% Unsatisfactory
36% Poor

AI



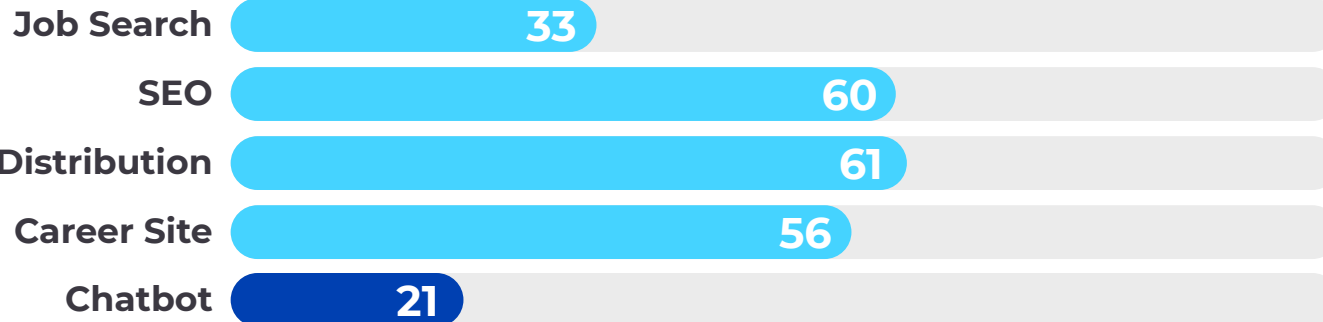
100% Poor



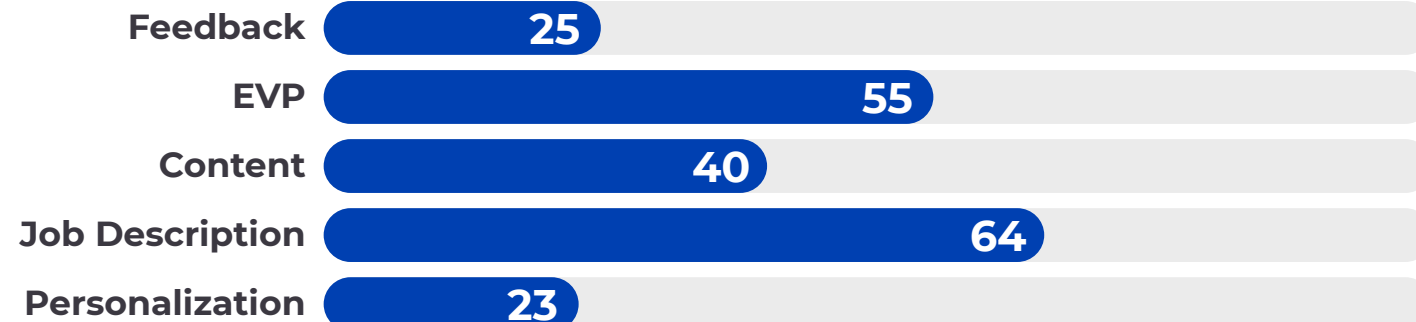
Telecommunications & Media

AVERAGE SCORES

Attraction



Engagement



Conversion



The graph illustrates the average scores of each audit conducted within the following categories:

Attraction (Career Site, Job Distribution, SEO, Job Search)

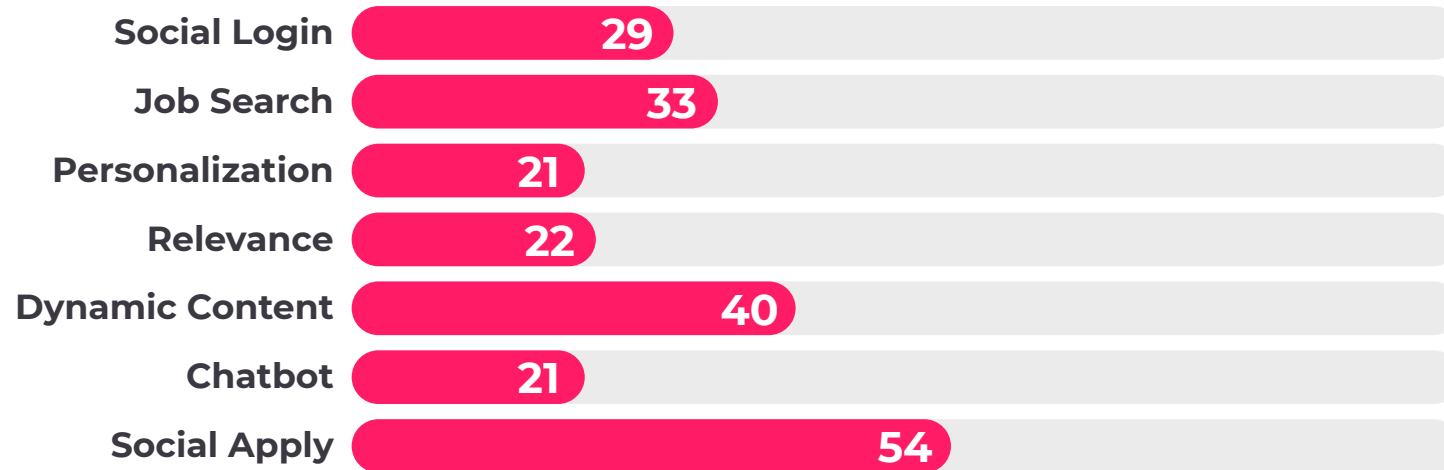
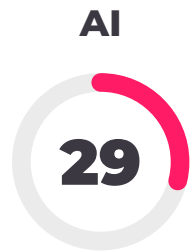
Engagement (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)

Conversion (Apply)



Telecommunications & Media

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

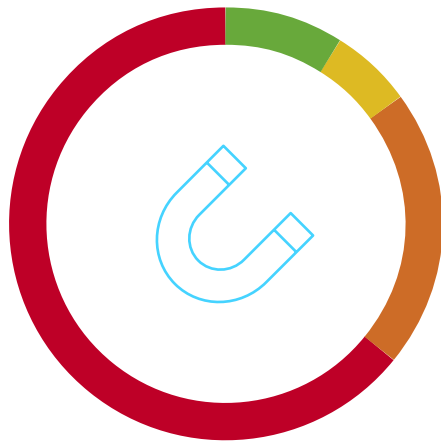
TELECOMMUNICATIONS & MEDIA		Overall	Attraction	Engagement	Conversion	AI *
COMPANY						
AT&T		65	65	69	60	36
Walt Disney		56	64	37	70	40
Charter Communications		53	70	37	52	40
Comcast		53	63	43	54	35
ViacomCBS		53	62	36	62	38
Verizon Communications		48	46	44	54	32
American Tower		48	44	42	60	28
Jacobs Engineering Group		48	50	36	60	34
Frontier Communications		47	51	35	54	26
DISH Network		46	59	36	44	35
Booz Allen Hamilton		45	48	36	50	29
News Corp.		42	42	26	60	20
Liberty Media (SiriusXM)		41	47	30	46	20
Live Nation Entertainment		41	43	32	48	23
Discovery		39	43	32	42	24
Alliance Data Systems		38	48	33	32	24
Interpublic Group		37	39	21	52	20
Omnicom Group		26	37	19	22	20



Transportation & Distribution

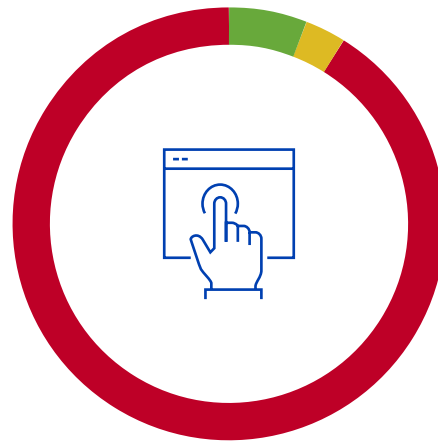
AUDIT RANKINGS

Attraction



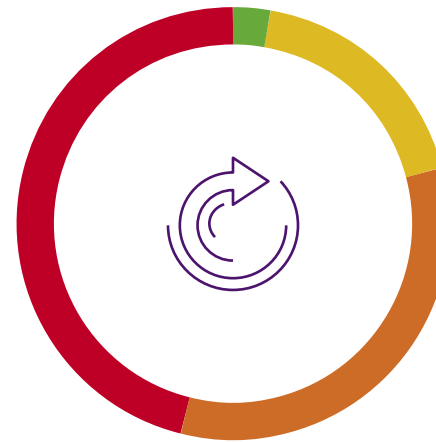
9% Exceptional
6% Acceptable
21% Unsatisfactory
64% Poor

Engagement



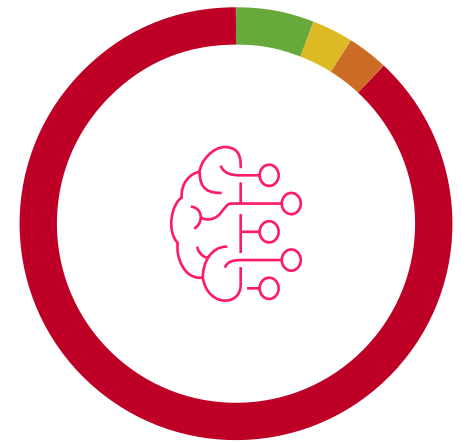
6% Exceptional
3% Acceptable
91% Poor

Conversion



3% Exceptional
18% Acceptable
33% Unsatisfactory
46% Poor

AI



6% Exceptional
3% Acceptable
3% Unsatisfactory
88% Poor



Transportation & Distribution

AVERAGE SCORES

Attraction



Job Search

35

SEO

56

Job Distribution

65

Career Site

60

Chatbot

23

Feedback

27

EVP

60

Content

41

Job Description

67

Personalization

28

Apply

51

Engagement



Conversion



The graph illustrates the average scores of each audit conducted within the following categories:

Attraction (Career Site, Job Distribution, SEO, Job Search)

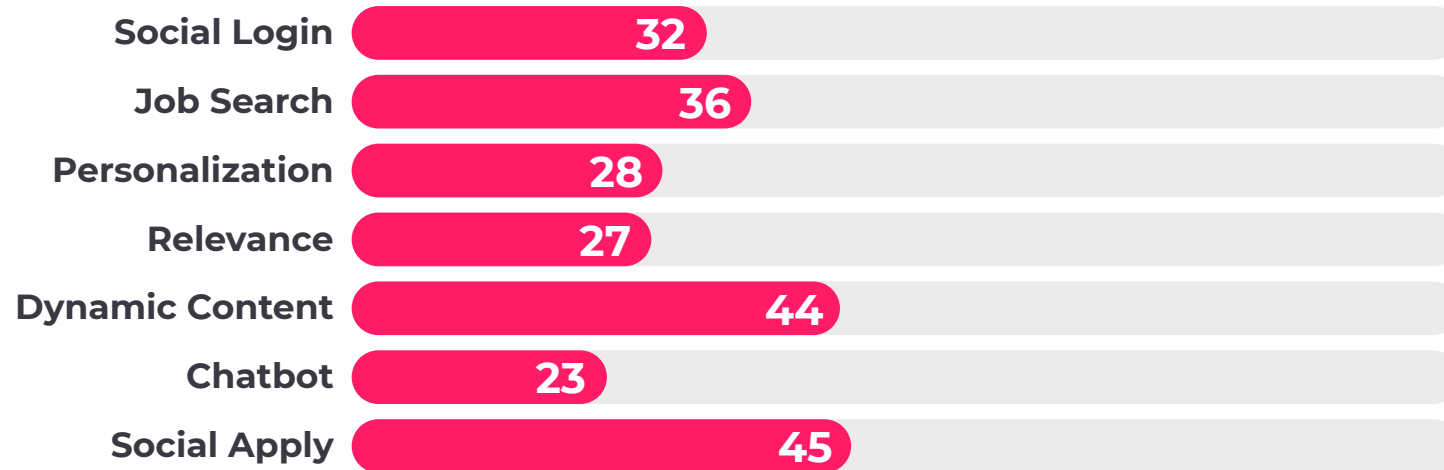
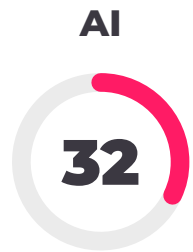
Engagement (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)

Conversion (Apply)



Transportation & Distribution

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the following category:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

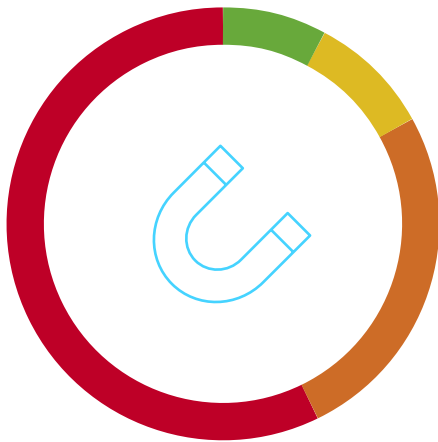
TRANSPORTATION & DISTRIBUTION											
COMPANY						COMPANY					
	Overall	Attraction	Engagement	Conversion	AI *		Overall	Attraction	Engagement	Conversion	AI *
Waste Management	80	88	87	62	74	Norfolk Southern	42	42	32	54	21
Southwest Airlines	78	88	85	58	95	Graybar Electric	41	40	33	52	20
Veritiv	76	93	68	66	88	W.W. Grainger	41	49	35	40	21
C.H. Robinson Worldwide	57	59	40	76	37	Seaboard	41	43	33	48	26
HD Supply Holdings	52	72	37	48	51	SpartanNash	40	48	33	40	20
United Parcel Service	51	62	46	44	34	United Airlines Holdings	39	46	35	36	23
FedEx	50	58	35	58	35	WESCO International	39	38	35	44	20
Union Pacific	50	43	42	66	26	Alaska Air Group	39	46	27	44	22
J.B. Hunt Transport Services	49	50	38	60	23	Beacon Roofing Supply	39	42	32	42	21
Anixter International	46	45	45	50	24	Delta Air Lines	38	46	28	42	27
XPO Logistics	46	51	33	56	20						
Ryder System	46	46	34	60	23						
Expeditors Intl. of Washington	45	43	40	52	34						
CSX	44	42	36	56	33						
Penske Automotive Group	44	60	26	46	31						
Republic Services	44	40	34	60	21						
Performance Food Group	44	46	33	54	23						
JetBlue Airways	43	46	34	50	28						
American Airlines Group	43	51	35	42	25						
Builders FirstSource	42	39	33	56	26						



Overall Audit Rankings

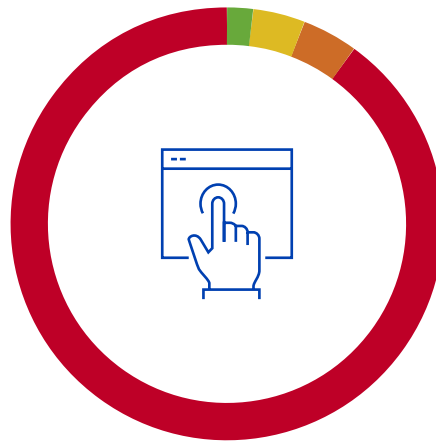
AUDIT RANKINGS

Attraction



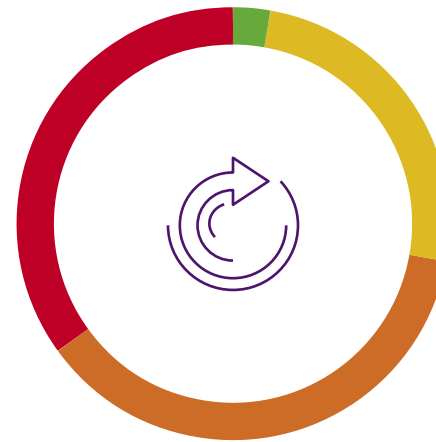
8% Exceptional
9% Acceptable
26% Unsatisfactory
57% Poor

Engagement



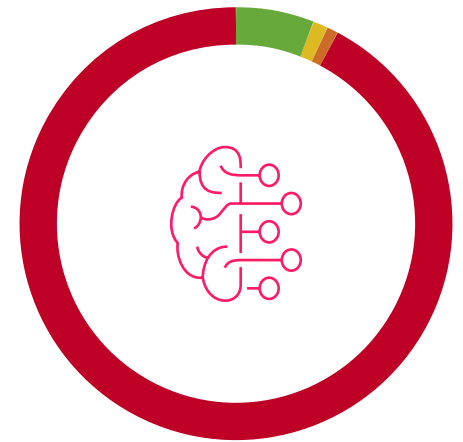
2% Exceptional
4% Acceptable
4% Unsatisfactory
90% Poor

Conversion



3% Exceptional
25% Acceptable
37% Unsatisfactory
35% Poor

AI



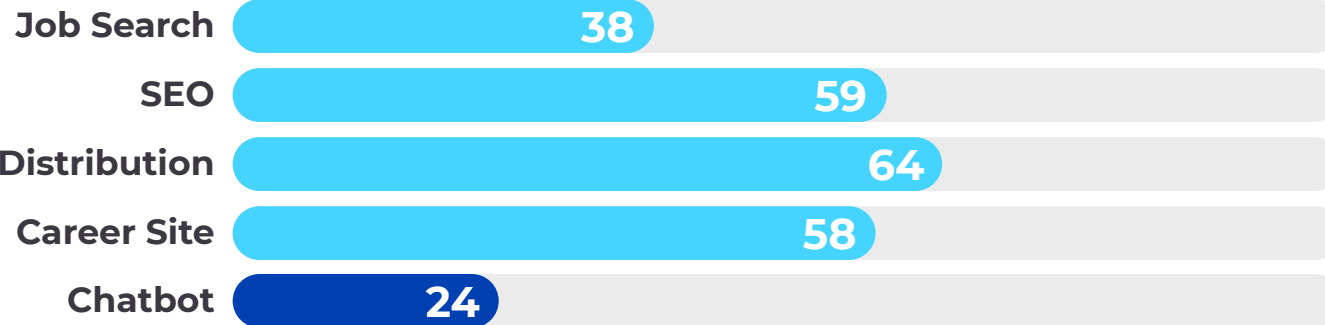
5% Exceptional
1% Acceptable
1% Unsatisfactory
93% Poor



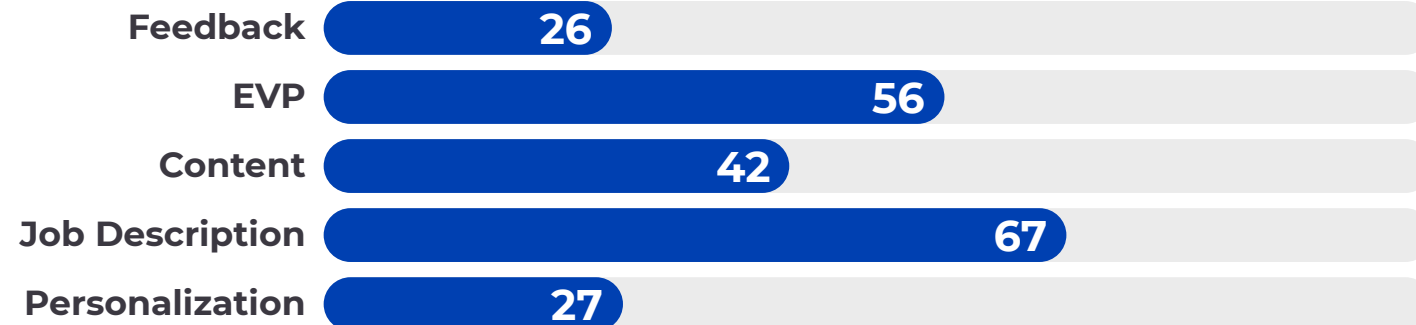
Overall Audit Rankings

AVERAGE SCORES

Attraction



Engagement



Conversion



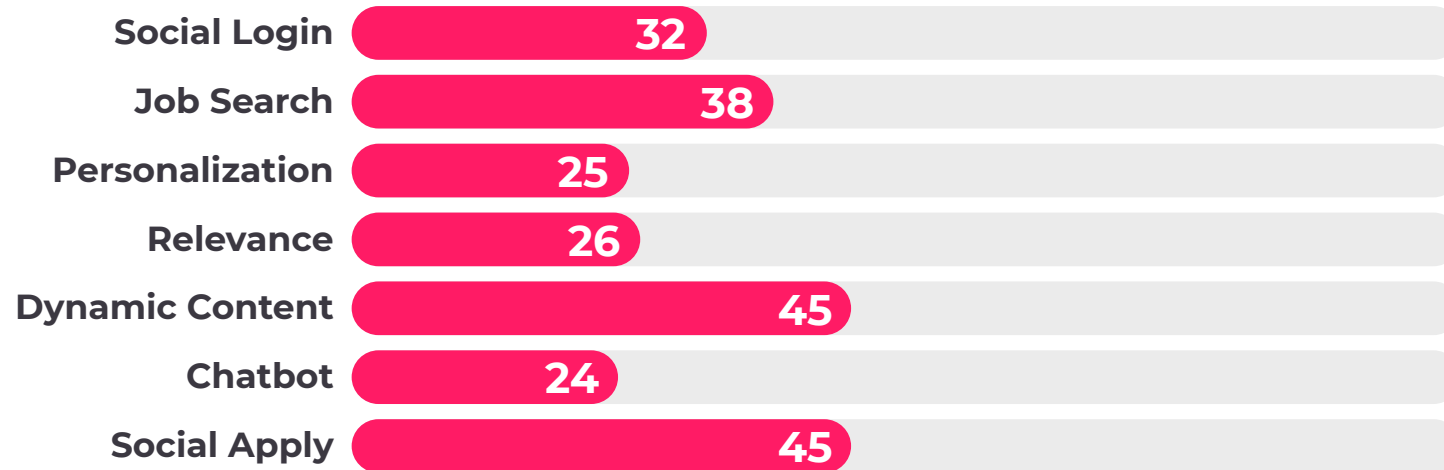
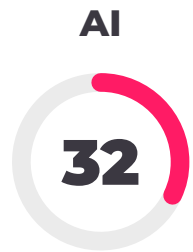
The graph illustrates the average scores of each audit conducted within the following categories:

- Attraction** (Career Site, Job Distribution, SEO, Job Search)
- Engagement** (Personalization, Job Description, Content, EVP & Branding, Feedback, Chatbot)
- Conversion** (Apply)



Overall Audit Rankings

AVERAGE SCORES



The graph illustrates the average scores of each audit conducted within the four categories:
Artificial Intelligence (Social Apply, Chatbot, Dynamic Content, Relevance, Personalization, Job Search, Social Login)

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Honeywell International	91	94	89	90	85
Cigna	91	95	79	100	98
Thermo Fisher Scientific	91	90	86	98	95
Danaher	90	93	82	96	95
Arrow Electronics	85	94	88	72	95
Hershey	85	94	78	82	88
Abbott Laboratories	84	92	74	88	89
Freddie Mac	83	95	64	90	77
MGM Resorts International	80	94	78	66	89
Waste Management	80	88	87	62	74
Baker Hughes	79	86	64	90	60
Cognizant Technology Solutions	79	94	56	90	54
Campbell Soup	79	93	77	64	89
Southwest Airlines	78	88	85	58	95
Microsoft	77	86	77	68	58
DaVita	77	92	72	66	77
Fidelity National Information Services	77	94	70	64	78
American Axle & Manufacturing	77	95	67	66	84
Veritiv	76	93	68	66	88
Land O'Lakes	76	82	82	62	89

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Activision Blizzard	76	84	72	70	80
Merck	75	90	75	60	88
CarMax	75	91	72	60	95
Magellan Health	75	94	64	66	87
Hilton Worldwide Holdings	74	92	72	56	85
Booking Holdings (Booking.com)	73	89	55	74	56
Kohl's	72	91	71	52	78
Apple	72	75	50	94	48
Fortive	69	80	66	60	90
Centene	68	91	70	40	79
PNC Financial Services Group	68	90	74	36	89
PVH	68	89	61	52	62
Regeneron Pharmaceuticals	68	80	48	76	53
Automatic Data Processing	68	70	53	82	43
General Electric	68	86	70	44	89
Foot Locker	66	90	57	50	84
General Motors	66	81	56	60	48
Walgreens Boots Alliance	65	75	59	62	46
DuPont	65	78	67	48	92
AT&T	65	65	69	60	36

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Lockheed Martin	64	79	50	64	50
Newell Brands	62	88	46	52	62
Analog Devices	62	81	46	58	49
TD Ameritrade Holding	61	64	54	64	47
Dell Technologies	60	59	54	68	38
Ecolab	59	59	55	64	39
USAA	58	76	52	44	48
Fiserv	58	67	48	60	41
C.H. Robinson Worldwide	57	59	40	76	37
Citigroup	57	53	49	72	40
Wells Fargo	57	64	52	56	38
Becton Dickinson	57	63	55	52	35
L3Harris Technologies	57	57	53	60	42
Walt Disney	56	64	37	70	40
Stryker	56	69	44	56	34
Discover Financial Services	56	62	52	54	35
Target	56	62	35	72	37
Capital One Financial	55	75	47	42	46
Albertsons	55	66	33	68	43
Boeing	55	59	44	64	32

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Uber Technologies	55	57	40	68	32
Publix Super Markets	54	74	39	50	47
PepsiCo	54	61	40	64	46
UnitedHealth Group	54	53	44	68	28
FM Global	54	74	42	46	45
Assurant	54	61	42	60	37
Procter & Gamble	54	61	46	56	42
Kimberly-Clark	54	47	51	64	30
eBay	54	57	45	60	32
Sherwin-Williams	54	62	39	60	34
General Mills	53	61	39	62	34
Eversource Energy	53	56	45	60	37
Raytheon Technologies	53	63	45	52	44
Charter Communications	53	70	37	52	40
Walmart	53	59	39	64	38
Baxter International	53	55	45	60	33
Comcast	53	63	43	54	35
Netflix	53	55	38	68	36
ViacomCBS	53	62	36	62	38
Exelon	53	62	52	42	41

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
PayPal Holdings	53	62	33	64	33
HD Supply Holdings	52	72	37	48	51
Gap	52	56	44	58	30
Freeport-McMoRan	52	56	35	68	33
Tenet Healthcare	52	58	35	64	38
Intuit	51	64	54	34	35
Facebook	51	56	42	56	30
United Parcel Service	51	62	46	44	34
Laboratory Corp. of America	51	64	38	50	44
Post Holdings	51	59	42	52	35
NCR	51	43	44	68	30
Philip Morris International	51	66	37	50	32
Bank of America	51	46	44	64	28
Robert Half International	51	50	39	66	35
Adobe	51	49	38	68	30
Fannie Mae	51	56	38	60	32
PPG Industries	51	57	37	60	38
Raytheon	50	51	45	56	35
Macy's	50	60	47	44	31
Science Applications International	50	48	43	62	37

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Citizens Financial Group	50	57	42	52	36
Estée Lauder	50	58	34	60	39
Marriott International	50	52	43	56	30
Caterpillar	50	53	40	58	30
Rite Aid	50	60	33	58	39
AmerisourceBergen	50	45	39	68	28
FedEx	50	58	35	58	35
Kellogg	50	50	41	60	35
Dominion Energy	50	52	42	56	21
Union Pacific	50	43	42	66	26
AECOM	50	53	37	60	29
D.R. Horton	50	51	36	64	28
Ralph Lauren	50	52	36	62	25
Illinois Tool Works	50	59	41	48	37
Huntsman	50	48	35	68	30
Nvidia	49	46	37	68	30
Alcoa	49	47	36	68	30
Progressive	49	65	40	42	37
Guardian Life Ins. Co. of America	49	50	39	60	35
Genworth Financial	49	48	34	68	30

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
3M	49	61	39	48	26
American Family Insurance Group	49	47	35	68	28
BlackRock	49	55	41	52	34
Realogy Holdings	49	50	37	62	29
AutoNation	49	57	34	58	33
GameStop	49	53	32	64	34
Whirlpool	49	48	44	56	21
Dollar Tree	49	60	35	52	33
Southern	49	58	34	56	32
Corteva	49	47	38	64	35
Amazon	49	50	37	62	27
J.B. Hunt Transport Services	49	50	38	60	23
Nationwide	49	59	39	48	30
Mosaic	49	45	36	68	30
Motorola Solutions	49	45	36	68	30
Alphabet (Google)	49	52	37	58	22
Allstate	49	64	32	50	28
CBRE Group	49	59	34	54	34
Qurate Retail (QVC)	49	56	31	60	37
EnLink Midstream	49	48	34	66	32

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Bristol-Myers Squibb	49	49	45	52	26
State Street	49	52	32	64	30
Eli Lilly	49	54	40	52	33
Altria Group	49	47	35	66	30
Home Depot	49	59	33	54	30
McDonald's	49	59	32	56	37
Western Digital	49	58	33	56	31
Conagra Brands	48	46	41	60	26
Archer Daniels Midland	48	60	32	54	36
Chevron	48	46	37	64	28
Bank of New York Mellon	48	58	30	58	32
Emerson Electric	48	51	38	58	25
Hewlett Packard Enterprise	48	57	36	52	26
Constellation Brands	48	46	34	68	30
Raymond James Financial	48	51	42	52	26
Cardinal Health	48	51	36	60	23
Core-Mark Holding	48	51	41	54	40
Dick's Sporting Goods	48	44	42	60	30
Simon Property Group	48	53	34	60	26
AIG	48	55	43	46	30

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
IQVIA Holdings	48	52	34	60	28
Truist Financial	48	52	38	56	36
Energy Transfer	48	55	34	56	37
Paccar	48	50	36	60	20
Molina Healthcare	48	50	38	58	28
Oshkosh	48	45	34	68	30
Verizon Communications	48	46	44	54	32
American Tower	48	44	42	60	28
Intel	48	54	35	56	35
ManpowerGroup	48	55	31	60	34
Jacobs Engineering Group	48	50	36	60	34
Advance Auto Parts	48	51	34	60	28
Farmers Insurance Exchange	48	53	37	54	28
Mondelez International	48	52	36	56	28
Oracle	48	66	39	36	34
Avnet	48	49	36	60	32
Masco	48	44	34	68	30
Huntington Bancshares	48	50	34	60	26
BorgWarner	48	38	39	68	26
Starbucks	48	49	38	56	24

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
HP	47	67	35	40	39
Nordstrom	47	42	32	72	32
Aramark	47	50	32	62	36
Lowe's	47	51	39	52	25
Cisco Systems	47	49	47	46	27
CenturyLink, Inc.	47	56	34	52	21
PulteGroup	47	40	48	54	21
Marsh & McLennan	47	49	37	56	39
Owens Corning	47	55	42	44	30
United Natural Foods	47	49	35	58	31
McKesson	47	44	42	56	23
Hartford Financial Services Group	47	51	34	56	23
Humana	47	57	35	48	24
Cerner	47	50	44	46	28
Blackstone Group	47	39	36	68	30
Dollar General	47	50	34	58	31
Ameriprise Financial	47	51	34	56	35
JPMorgan Chase	47	46	40	56	28
Regions Financial	47	47	37	58	29
Fluor	47	56	31	54	26

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Frontier Communications	47	51	35	54	26
Owens & Minor	47	49	32	60	23
Visa	47	42	43	56	30
DISH Network	46	59	36	44	35
HCA Healthcare	46	51	34	56	32
Pacific Life	46	51	32	58	29
Anixter International	46	45	45	50	24
Quest Diagnostics	46	52	36	52	34
XPO Logistics	46	51	33	56	20
Texas Instruments	46	53	31	56	38
Amgen	46	43	44	52	23
salesforce.com	46	54	33	52	23
Ally Financial	46	49	35	56	29
Williams	46	47	33	60	23
US Foods Holding	46	43	34	64	28
Kroger	46	47	36	56	26
Dow	46	57	33	48	26
Cummins	46	52	37	50	28
Liberty Mutual Insurance Group	46	64	36	36	35
American Electric Power	46	44	39	56	26

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
New York Life Insurance	46	63	34	40	28
Consolidated Edison	46	52	39	46	23
Ryder System	46	46	34	60	23
Crown Castle International	46	46	37	56	34
Rush Enterprises	46	53	33	52	28
Mastercard	46	52	31	56	22
Group 1 Automotive	46	51	39	48	27
Deere	46	55	41	40	24
Travelers	46	51	38	48	28
Wayfair	46	60	33	44	26
Ulta Beauty	46	50	37	50	29
MetLife	46	50	34	54	20
Nike	46	58	41	36	33
Ford Motor	45	47	35	56	29
Coca-Cola	45	63	29	44	33
Best Buy	45	57	35	44	37
IBM	45	47	40	50	24
TJX	45	56	34	46	29
Micron Technology	45	44	36	58	24
L Brands	45	44	34	60	30

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Williams-Sonoma	45	48	33	56	25
United Rentals	45	47	33	58	24
M&T Bank	45	44	34	60	23
AK Steel Holding	45	43	32	64	30
Leidos Holdings	45	41	37	60	26
Bed Bath & Beyond	45	47	34	56	30
American Express	45	55	30	52	26
TIAA	45	55	40	40	35
Lithia Motors	45	44	34	60	27
Anthem	45	49	33	54	28
CMS Energy	45	46	34	56	20
Johnson & Johnson	45	49	37	50	22
J.M. Smucker	45	45	35	56	23
EMCOR Group	45	56	31	48	33
Goodyear Tire & Rubber	45	48	35	54	21
U.S. Bancorp	45	49	33	54	28
Northrop Grumman	45	59	37	38	39
Northern Trust	45	42	35	60	30
NextEra Energy	45	47	31	58	24
Marathon Petroleum	45	48	32	56	20

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
United States Steel	45	48	32	56	32
Gilead Sciences	45	47	36	52	22
Cincinnati Financial	45	43	40	52	26
Dillard's	45	51	32	52	22
Levi Strauss	45	43	30	64	28
Expeditors Intl. of Washington	45	43	40	52	34
Biogen	45	47	32	56	32
Booz Allen Hamilton	45	48	36	50	29
CDW	45	46	35	54	28
Franklin Resources	45	41	35	60	29
VF	44	47	32	56	22
Pfizer	44	55	31	48	24
Applied Materials	44	45	31	60	29
Avis Budget Group	44	48	38	48	24
Thrivent Financial for Lutherans	44	43	33	60	23
Nucor	44	49	33	52	20
PG&E	44	52	30	52	23
Stanley Black & Decker	44	51	35	48	32
Genuine Parts	44	53	30	50	26
Phillips 66	44	51	31	52	26

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
National Oilwell Varco	44	44	34	56	29
Burlington Stores	44	50	33	50	29
Coty	44	57	35	40	27
AES	44	42	33	60	23
Jones Financial (Edward Jones)	44	44	41	48	29
Cheniere Energy	44	45	33	56	28
Tesla	44	49	32	52	26
CSX	44	42	36	56	33
Goldman Sachs Group	44	52	33	48	28
AutoZone	44	50	31	52	32
Voya Financial	44	43	34	56	23
Vistra Energy	44	43	31	60	23
Fifth Third Bancorp	44	42	32	60	23
Jones Lang LaSalle	44	45	32	56	23
Colgate-Palmolive	44	48	36	48	29
Valero Energy	44	39	34	60	20
Brighthouse Financial	44	47	32	54	22
CVS Health	44	46	42	44	35
Aflac	44	43	32	58	28
Unum Group	44	44	33	56	33

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Casey's General Stores	44	47	32	54	26
Penske Automotive Group	44	60	26	46	31
Tapestry	44	45	32	56	21
Republic Services	44	40	34	60	21
Performance Food Group	44	46	33	54	23
Markel	44	41	32	60	22
Murphy USA	44	43	32	58	22
Sempra Energy	44	47	30	56	29
Ross Stores	44	48	42	40	25
Xerox Holdings	44	44	33	56	23
BJ's Wholesale Club	44	47	29	56	22
Fox Corporation	43	40	32	60	22
Tech Data	43	44	37	50	26
Icahn Enterprises (CVR Energy)	43	47	31	54	26
Westinghouse Air Brake	43	41	31	60	23
Advanced Micro Devices	43	39	36	56	21
Avery Dennison	43	40	39	52	30
PPL	43	50	34	46	28
Sysco	43	63	29	36	35
Boston Scientific	43	47	39	44	23

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Halliburton	43	50	31	48	22
Enterprise Products Partners	43	38	31	62	26
JetBlue Airways	43	46	34	50	28
Andersons	43	39	32	60	26
Westlake Chemical	43	37	34	60	21
Reliance Steel & Aluminum (Metals USA)	43	44	32	54	26
Jabil	43	40	36	54	25
Tenneco	43	57	28	44	26
Lincoln National	43	52	31	46	24
American Airlines Group	43	51	35	42	25
Hertz Global Holdings	43	51	32	46	26
Qualcomm	43	48	30	52	22
MasTec	43	43	35	52	20
ConocoPhillips	43	56	33	38	33
Berry Global Group	43	42	40	46	22
AbbVie	43	60	34	32	33
Occidental Petroleum	43	42	35	52	28
Commercial Metals	43	42	32	56	28
Rockwell Automation	43	53	38	36	33
Textron	43	42	35	52	27

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Prudential Financial	42	48	39	40	23
Mutual of Omaha Insurance	42	50	33	44	23
Kraft Heinz	42	46	30	52	22
KeyCorp	42	45	37	46	28
Wynn Resorts	42	50	36	42	26
Olin	42	43	34	52	23
Expedia Group	42	44	32	52	21
Lear	42	36	37	56	21
Hormel Foods	42	48	43	36	37
Massachusetts Mutual Life Insurance	42	55	28	44	38
LKQ	42	51	32	44	28
Loews	42	42	34	52	20
Ameren	42	42	34	52	21
General Dynamics	42	57	28	40	28
Community Health Systems	42	34	32	64	26
Northwestern Mutual	42	42	30	56	22
Lennar	42	48	36	42	26
Polaris Industries	42	42	30	56	21
Auto-Owners Insurance	42	36	32	60	22
Las Vegas Sands	42	46	33	48	22

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Builders FirstSource	42	39	33	56	26
Plains GP Holdings	42	51	32	42	35
Howmet Aerospace	42	53	29	44	28
Norfolk Southern	42	42	32	54	21
Yum China Holdings (KFC)	42	45	31	50	23
News Corp.	42	42	26	60	20
Edison International	42	41	34	52	21
Keurig Dr. Pepper	42	50	34	42	31
Henry Schein	42	44	31	52	20
Morgan Stanley	42	49	33	44	22
Quanta Services	42	43	35	48	25
Exxon Mobil	42	44	32	50	20
DTE Energy	42	50	33	42	21
Air Products & Chemicals	42	47	33	46	21
Pioneer Natural Resources	42	37	31	60	22
Oneok	41	48	33	44	27
W.R. Berkley	41	43	32	50	23
Graybar Electric	41	40	33	52	20
Spirit AeroSystems Holdings	41	43	32	50	23
Charles Schwab	41	47	35	42	23

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
DCP Midstream	41	48	31	46	28
W.W. Grainger	41	49	35	40	21
Synnex	41	43	30	52	22
TravelCenters of America	41	56	32	34	32
Toll Brothers	41	47	35	42	24
Equitable Holdings	41	40	33	52	26
WestRock	41	44	36	44	21
First American Financial	41	54	32	36	31
NetApp	41	50	33	40	24
Seaboard	41	43	33	48	26
Kinder Morgan	41	40	38	46	20
Western & Southern Financial Group	41	45	34	44	26
Apache	41	43	31	50	20
Mohawk Industries	41	49	32	42	20
Graphic Packaging Holding	41	55	28	40	26
Liberty Media (SiriusXM)	41	47	30	46	20
Arthur J. Gallagher	41	46	29	48	27
Principal Financial	41	43	32	48	25
Avantor	41	41	28	56	20
Broadcom	41	44	28	52	22

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Insight Enterprises	41	46	31	46	24
Live Nation Entertainment	41	43	32	48	23
Thor Industries	41	44	31	48	26
Caesars Entertainment	41	44	31	48	29
DXC Technology	41	39	29	56	22
Celanese	40	44	31	48	23
Newmont	40	48	32	42	21
Steel Dynamics	40	44	31	48	23
Global Partners	40	41	26	56	22
CenterPoint Energy	40	38	29	56	25
American Financial Group	40	38	35	50	23
International Paper	40	45	29	48	20
Molson Coors Beverage	40	45	34	42	21
Xcel Energy	40	46	33	42	21
Hanesbrands	40	39	40	42	24
Dean Foods	40	44	29	50	24
SpartanNash	40	48	33	40	20
Cintas	40	45	34	42	21
NVR	40	42	28	52	20
S&P Global	40	46	31	44	24

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Fortune Brands Home & Security	40	39	28	56	22
Ball	40	43	35	44	23
J.C. Penney	40	43	32	46	22
Corning	40	42	35	44	23
Packaging Corp. of America	40	37	29	56	20
Clorox	40	46	33	42	29
O'Reilly Automotive	40	48	29	44	23
Public Service Enterprise Group	40	45	34	42	21
Berkshire Hathaway	40	43	28	50	20
Darden Restaurants	40	36	32	54	24
Huntington Ingalls Industries	40	45	34	42	21
Erie Insurance Group	40	45	34	40	21
Entergy	40	46	32	42	20
Parker-Hannifin	40	44	34	42	25
NRG Energy	40	45	33	42	20
Tyson Foods	40	48	35	36	20
Asbury Automotive Group	40	47	31	42	23
WEC Energy Group	40	43	31	46	28
AGCO	40	45	32	42	21
Eastman Chemical	40	47	30	42	20

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
FirstEnergy	39	44	32	42	21
Office Depot	39	51	30	36	27
World Fuel Services	39	46	30	42	25
CommScope Holding	39	45	33	40	21
ABM Industries	39	37	32	50	20
HollyFrontier	39	39	28	52	22
Tractor Supply	39	40	32	46	20
Zoetis	39	43	36	38	30
CHS	39	40	24	56	30
Amphenol	39	41	31	46	20
Discovery	39	43	32	42	24
Securian Financial Group	39	49	32	36	24
O-I Glass	39	47	32	38	24
United Airlines Holdings	39	46	35	36	23
WESCO International	39	38	35	44	20
NGL Energy Partners	39	37	29	52	22
Peter Kiewit Son's	39	44	30	42	20
Hess	39	35	33	50	21
Alaska Air Group	39	46	27	44	22
Beacon Roofing Supply	39	42	32	42	21

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Delta Air Lines	38	46	28	42	27
Navistar International	38	43	31	42	23
Lam Research	38	41	32	42	20
EOG Resources	38	45	30	40	22
Dover	38	42	32	42	20
Universal Health Services	38	46	29	40	28
R.R. Donnelley & Sons	38	52	26	36	24
Calpine	38	45	31	38	20
Alliance Data Systems	38	48	33	32	24
StoneX Group	38	54	31	28	33
Univar Solutions	38	43	29	42	20
State Farm Insurance	38	39	33	42	26
Crown Holdings	38	40	31	44	21
Reinsurance Group of America	38	38	39	36	27
Weyerhaeuser	38	41	34	38	22
Autoliv	38	37	32	44	28
Altice USA	37	41	30	42	25
Sonic Automotive	37	40	30	44	21
Ascena Retail Group	37	46	30	36	24
Costco Wholesale	37	42	25	46	20

COMPANY	Overall	Attraction	Engagement	Conversion	AI *
Delek US Holdings	37	42	29	42	20
UGI	37	42	29	42	21
Duke Energy	37	37	25	52	22
Targa Resources	37	39	29	44	27
Chesapeake Energy	37	37	32	42	21
Interpublic Group	37	39	21	52	20
Dana	36	42	32	36	20
Ingredion	36	45	28	36	24
Intercontinental Exchange	36	44	28	36	24
Zimmer Biomet Holdings	36	38	27	44	20
Ovintiv	36	33	24	52	20
PBF Energy	36	37	27	44	22
Fidelity National Financial	34	33	26	44	20
Sanmina	34	41	31	28	20
Old Republic International (Old Republic Title)	32	42	31	20	20
Alleghany (TransRe)	31	37	34	20	20
Omnicom Group	26	37	19	22	20
Synchrony Financial	26	35	24	20	20
KKR (Kohlberg Kravis Roberts)	NO DATA AVAILABLE				
Devon Energy	NO DATA AVAILABLE				

Conclusion



As the gap widens between job seekers' expectations and what companies are delivering—a trend that exists across all industries—immediate action must be taken. Every company is competing for top talent from the same pools. Organizations must provide an unmatched candidate experience to gain a competitive advantage and build a quality talent pipeline. In the candidate's eyes, the experiences of one company will be directly measured against another.

To implement meaningful change, organizations need to truly understand that experience is the new talent currency. While an engaging career site will help guide candidates, it is only the first step.

Are you meeting candidate expectations?

Find out how your candidate experience stacks up.

[Request a personalized career site audit >>>](#)

About Talent Experience Management

Powered by artificial intelligence, Talent Experience Management (TXM) is the holistic approach and platform that connects every interaction throughout the talent lifecycle. By collecting and interpreting data from candidates, recruiters, employees, and hiring managers, TXM offers hyper-personalized experiences for everyone. This means candidates find the right job faster, employees evolve and realize their potential, recruiters enhance productivity and identify best-fit talent, and management gets the insights they need to make stronger data-driven decisions.



CANDIDATE EXPERIENCE

Personalized Career Site
Chatbot
University Recruiting
CMS



RECRUITER EXPERIENCE

Talent CRM
Omnichannel Campaigns
AI Insights
Interview Scheduling



EMPLOYEE EXPERIENCE

Internal Mobility
Career Pathing & Gigs
Diversity, Equity & Inclusion
Referrals



MANAGEMENT EXPERIENCE

Hiring Manager
Succession Planning
Skills Gap Analysis
Talent Analytics

About Phenom

Phenom is a global HR technology company with a purpose to help a billion people find the right job. The Phenom Talent Experience Management (TXM) platform personalizes and automates the talent journey for candidates, recruiters, employees and managers. Powered by artificial intelligence (AI), the Phenom platform drives personalization, automation, and accuracy at every stage in the talent lifecycle. As a result, employers improve their talent acquisition and talent management efforts by helping candidates and employees find the right job, recruiters identify and engage the right talent, and managers optimize HR strategy, process and spend.

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