

# Transforming Recruitment

## Capturing And Recycling Recruitment Campaign 'Silver Medallists' To Proactively Build Talent Pipelines

See our 90-second Hollaroo Enterprise Social Network video to learn more about our talent communities and engagement innovation:

### [Hollaroo in 90 seconds video](#)

In today's economy, with McKinsey forecasting a 13% shortfall in skilled workers globally, it's clear that reactive recruitment models built around live jobs and live applicants are no longer enough. Proactive engagement, talent communities and pipelines are now the key to reaching the elite talent you need ahead of your competitors.

One of the most effective ways of building your talent pipeline is to recycle 'silver medallist' candidates from previous recruitment campaigns. While many recruitment teams want to stay engaged with these candidates, it's our experience that few are able to.



However, with Hollaroo, there's now an alternative to the impossible task of finding the elite talent among the massive scale of your ATS candidate database.

With a simple 'invitation link' to join your branded Hollaroo Enterprise Social Network included in your ATS rejection email, you can honour your rejection promise to consider the Top 5% candidates for future vacancies.

On joining your Hollaroo Network, these silver medallists have a premium candidate engagement experience to enjoy privileged access to people and content not available elsewhere. Talent (passive and active) has self-service tools to manage their own profiles, showcase skills, join groups, share news, build network relationships and apply for future jobs on their own terms.

Talent does the work and your business benefits from faster access to the best talent at lower cost. The challenges of high touch engagement and self-service profiles are met - leaving recruiters more time to focus efforts on identifying and attracting new talent.

Your ATS and CRM systems, and public social networks such as LinkedIn, are all great for identification and attraction of talent at massive scale, but long-term engagement is now the key differentiator as the market transitions towards a community-based proactive recruitment model.

## **Get In Touch**

Leading brands such as Morrisons, Baker Tilly, Ladbrokes, Capita, AEG, Eversheds, BDO, Telefonica, London 2012 and many more have already adopted Hollaroo Enterprise Social Networks to reach the elite talent they need to stay ahead of their competitors.

To book a free consulting appointment, see a solution demonstration, share further insights from our customers, or to discuss our Hollaroo Enterprise Social Network solutions, please contact:

[getintouch@hollaroo.com](mailto:getintouch@hollaroo.com)

Best regards,  
The Hollaroo Team.

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