

AVIONTÉ CONNECT

Passive to Placed

Reactivating Your Existing Talent Pool

SOURCING & ENGAGING

FRONT OFFICE

BACK OFFICE

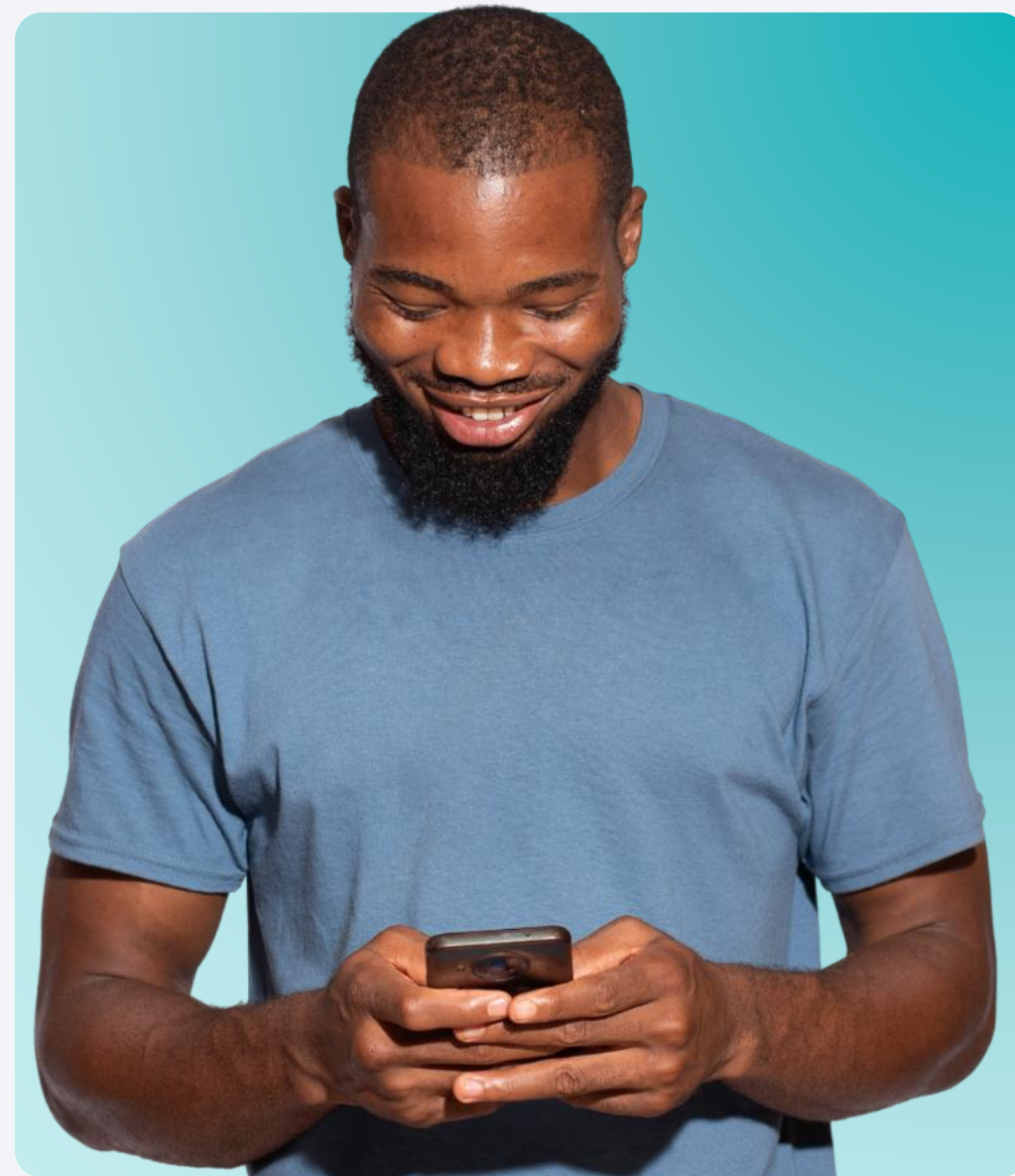
MOBILE

AI & AUTOMATION

VMS

INTEGRATIONS

ANALYTICS



Introductions

Welcome to **CONNECT!** Thank you for joining our session.



Mattie Silverman

SENIOR PROJECT
MANAGER

IMPLEMENTATION



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SENIOR PROJECT
MANAGER

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The Passive Talent Pipeline: Reactivating and Engaging your Existing Talent

Transform your existing talent base into a primary placement source by reactivating passive candidates with proven engagement strategies.

- 1 The Challenge
- 2 Current Landscape
- 3 Proven Strategies
- 4 Implementation Roadmap
- 5 Resources & Wrap-up
- 6 Q&A



Why are we here?

To learn how leading staffing firms achieve remarkable placement rates by maximizing both database mining and new candidate sourcing strategies.



BY THE END OF THE SESSION

- Deploy mass engagement tools for scalable outreach
- Organize candidates with strategic tearsheets
- Master boolean search techniques for hidden talent

Key Pain Points for Staffing Firms

- 1 Talent Shortages in Specialized Fields
- 2 Candidate Ghosting and Falloffs
- 3 Speed to Placement Pressure
- 4 Remote Work Complications
- 5 Retention Issues Post-Placement





**What are some
common approaches
when trying to fill
jobs?**



Job boards and social media



**Referral Programs and
Incentives**



Passive talent outreach



Job boards and social media

Time consuming with inconsistent results



Referral programs

May not yield qualified candidates for niche roles



Passive talent outreach

Does not solve immediate shortages

What are some limitations for immediate placement?



Why Your Database Goes Cold

No Follow-Up

Cadence

- Talent gets screened and then goes silent. Without a structured touchpoint schedule, candidates assume you have forgotten them. They move on.
- You re-source the same profile 90 days later.

Data You Cannot

Trust

- Stale contact information, skills fields left blank, and placement history never updated.
- When you finally search your database, the results feel unreliable because they are.

New Requisitions Crowd

Old Relationships

- Every new job order pulls recruiters toward new sourcing activity.
- The warm candidates from last quarter get pushed to the back of the queue. The cycle repeats.

The Opportunities

Organizations are **missing critical opportunities** in talent management by focusing solely on external recruitment while neglecting their existing talent ecosystem.



Former Employees

Understand company
culture and operations



Passive Candidates

Previously recruited but
not placed



Previous applicants

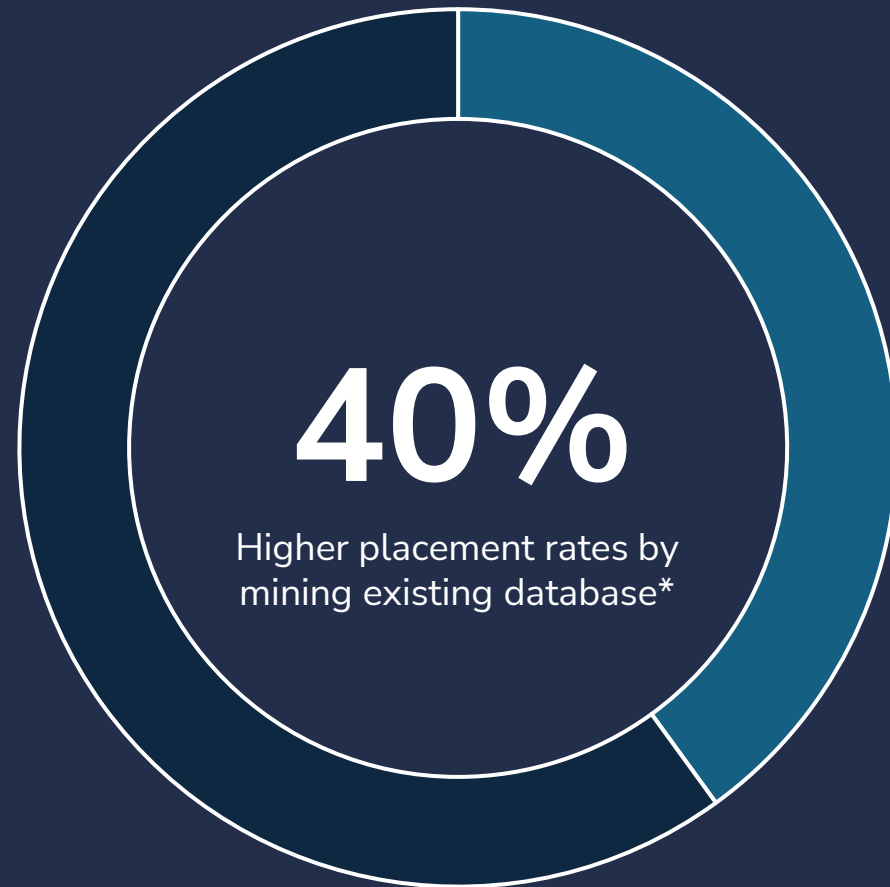
Qualified but not
selected



Warm Referral Networks

Existing candidates
who can connect you to
other qualified talent

Proven Results



**American Staffing Association*

Data Cleanup

Why Data Cleanup Matters

- Clean data = better search results and faster candidate matching

What to Clean Up

- Contact Information
- Candidate status
- Skills and Certifications
- Availability and Preferences
- Duplicate Records



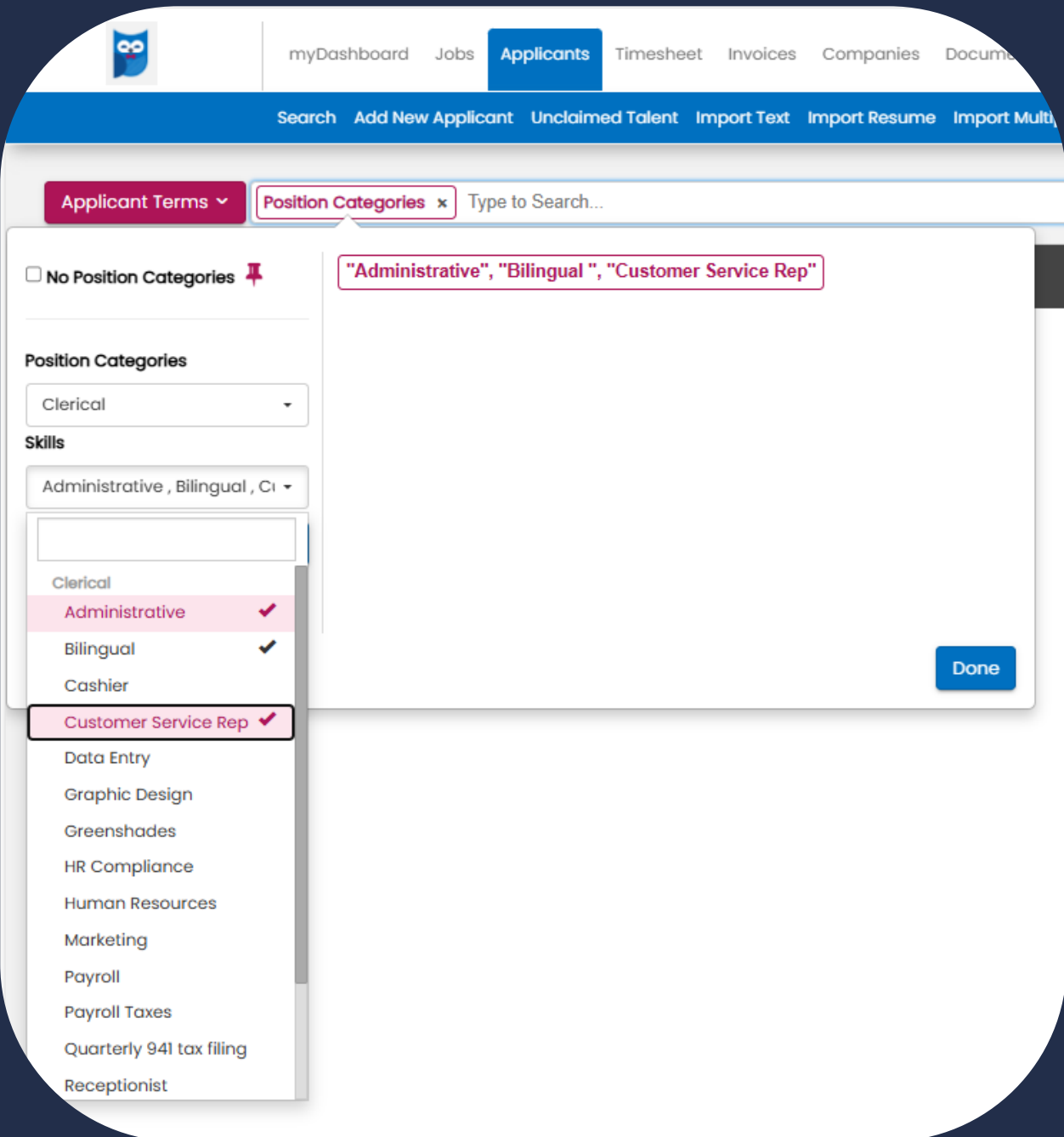
Implementation Steps

1. **Start with recent activity**
 - ✓ Clean records of candidates you've contacted in the last 6 months
2. **Batch process by category**
 - ✓ Focus on one skill set or industry at a time
3. **Standardize data entry**
 - ✓ Create consistent formats for job titles, skills, and locations
4. **Verify before outreach**
 - ✓ Always confirm contact info before mass communications



Impact = Clean data reduces search time by 60% and increases response rates by 25%.

Searching Capabilities in Avionté



Advance Search Features

- Boolean search logic
 - Use AND, OR, NOT operators
- Skill-Based Filtering
 - Search by specific skills, certifications, and experience levels
- Geographic Parameters
 - Filter by location, commute distance, or remote work preferences
- Availability Status
 - Actively seeking or open to opportunities

Search Best Practices



Use Multiple Criteria

Combine skills, location, and experience



Save Successful Searches

Make searches for frequently used search combinations



Expand Parameters

Search for transferable skills, not just exact matches



Leverage Keywords

Include industry terms, job titles, and company names

Prioritizing Your Outreach

Talent Terms ⓘTearSheet searches (1) ×Type to Search...

Talent Search Results

Total ATS Population: 925Talent Ownership: 13Preview , Pipeline , First Nam

✓	Preview	Pipeline	First Name	Last Name	Email Address	Mobile Phone	Address 1	Address 2	City	State	Zip Code	Latest Job Title	Last Activity	Flag	Last Activity D
✓			zzJoanna	zzJackson	zzjoanna@fa...	5559994444	5000 Smith D...		Eagan	MN	55121	Health Rep 1	Jun 18, 2025 11:...		20
✓			ZZRobert	ZZChen	robertchen@...	8162445022	980 W. Missio...		Ontario	CA	91762	Independent ...	Mar 24, 2025 12:...		106
✓			zzHoney	zzHoffman	hhoffman@f...	5552221219	121 Sweet Stre...		Eagan	MN	55121	General labor	Apr 25, 2025 11:...		74
✓			zzAshleigh	zzSmith	ASMITH@FAK...	4695000265	107 SMITH AV...		EAGAN	MN	55121	Assembly	May 21, 2025 8:...		48
✓			Tricia	Stark	triciastark@e...		129 Noodle A...		Eagan						
✓			zzMel	zzBlank	mb@test.com	3604541352	5035 50th Str...		Saint Paul	MN	55106	Assembly	Mar 26, 2025 9:...		104
✓			Buster	Posey	busterl@gm...	+1 415 111-0909	985 Pine Stre...		San Francisco	CA	94108	Showroom Ma...			
✓			Arya	Stark	arya.stark@t...	7025826007	123 Needle A...		Eagan	MN	55121	Clerk	Jun 25, 2025 3:...		13
✓			Buster	Posey	busterl@gm...	+1 415 111-0909	985 Pine Stre...		San Francisco	CA	94108	Showroom Ma...			
✓			Arya	Stark	arya.stark@t...	7025826007	123 Needle A...		Eagan	MN	55121	Clerk	Jun 25, 2025 3:...		13

30

31-60

61-90

>90

Never

Use Boolean Operators for a more advanced searching. These operators define relationships between words or groups of words.

Basic Operators:

- AND** Search and retrieve profiles containing all of the words "AND" separates
Example: java AND engineer
- OR** Search and retrieve profiles containing any of the words "OR" separates
Example: java OR python
- ~** Search and retrieve profiles containing words within a certain distance of each other.
Example: "java python"~5
Tips: words must be surrounded by quotes
Tips: the number after the ~ represents the amount of word separation
Tips: This was previously 'NEAR'
- NOT** Search and retrieve profiles that do not contain the term following the "NOT"
Example: engineer NOT architect
- ()** Group words or phrases when utilizing Boolean phrases that must be evaluated first
Example: java and (engineer OR developer)
- " "** Search and retrieve profiles that contain an exact phrase
Example: "java developer"
- *** Search and retrieve profiles that contain multiple forms of a word or an unlimited number of characters within a word
Example: java and develop* will return profiles containing java and at least one of develop, developer, developed & developing
Example: java* will return profiles containing java, javascript, etc

Ranking:

100%

How it Works: Keyword search results provides a rank. The rank is a statistical weighting of the keywords provided against all of the resumes that contain those keywords.

Boolean Search

AND: requires all terms to appear in search results

OR: includes results that contain any of the specified keywords

NOT: excludes results containing a specific keyword

() (Parentheses): groups terms together to control the order

" " (Quotation marks): searches for exact phrases in a specific order

***** (Asterisk/Wildcard):** finds multiple forms of a word

Common Search Examples

- ❖ Resume search
- ❖ Applicant/talent activities
- ❖ Location bases search (zip code/radius, city/state, country, time zone)
- ❖ Searching by tags (talent tags, resume tags, position category)
- ❖ Expiring tags



Create and Use Tearsheets

Tearsheets: How to Create Them

- **Define your categories** – Group by skills, industry, experience level, or availability status
- **Use advanced search filters** – Pull candidates who match specific criteria from your database
- **Save and name strategically** – Use clear naming conventions
- **Enable team collaboration** - share access with team members who can add/update candidates in real-time



Tearsheets: How to Create Them

Search Add New Applicant Unclaimed Talent Import Text Import Resume Import Multiple Spotlight

Applicant Terms x Position Categories (1) x Location: Within 100 miles of 55318 x Type to Search...

Applicant Search Results Total ATS Population: 744 Applicant Ownership: 1 Preview, Linepipe, First Name

✓ Preview	Linepipe	First Name	Last Name	EEO Date	Email Address	Mobile Phone	Address 1	Address 2	City	State	Zip Code	Latest Job	Latest Co.	Latest Sch.	Latest Deg.	Latest Field	Last Activity	Rep First Name	Rep Last Name
✓		Mark	Hilber		Mn@test...	65121658...	2555 70th		Cottage gr...	MN	55016	Sync Test	Avionté				Nov 11, 202...	joe	Hilber hcm
✓		Stephanie	Bauer		sbauer28...	2183413817	933 11th A...		Hopkins	MN	55343								
✓		Paul	Erickson		erik.payr...	50758152...	16741 Foli...		Rosemount	MN	55068	Josh Eazy ...	Frozen Ban...					Erik	elm

Total Unique: 3 (Selected Items: 3)

« < 1 / 1 > » 500

- Add Activities
- Add Tasks
- Add to Tearsheet
- Change Rep
- Extract to Excel
- Generate Call List
- Mass Add Tags
- Mass Onboard
- Mass Linepipe
- Mass Start
- Mass Update Flag
- Merge Applicants
- Print Applicants
- Send EEO Form
- Mass Actions

Add to Tearsheets

Create a New Tearsheet

New Tearsheet Name:

Admin Tearsheet

Cancel

Save

Manage Tearsheets

Search:

Tearsheet Name	Count	Shared	Manage
Admin Tearsheet	14		Manage
Assembly 55121	9		Manage
Clerical/Office	31		Manage
Eagan Assembly Talent	81		Manage
Green Flags - 55421 zip	0		Manage

Done

Manage Tearsheet

Tearsheet Name:

Admin Tearsheet

Owner:

Becky Fox (Becky.Fox@avionte.com)

Shared Groups:

Admin

Recruiter

Sales

Front Office Managers

Shared Users:

Nancy Singer

Aaron Arrington

Add a User

Cancel

Delete

Save

Reporting

The Comprehensive Talent Report

- Sort by Last Contact Date ascending to surface your most overdue relationships first.
- Cross-reference with Placement History to flag high-value talent who have gone inactive.
- Export and assign filtered records to individual recruiters for personal outreach.

Comprehensive Talent Report						
TalentEmployer	TalentRegion	TalentOffice	TalentID	TalentStatus	Talent	
Avi Staffing	US	Eagan HQ	217614992	Applicant	Diana Barry	
Avi Staffing	Canada	Canada Test	217615035	Applicant	Gilbert Blythe	
Avi Staffing	US	Eagan HQ	218811323	Applicant	Megan Larson	
			218576696	Online Applicant	Jennifer Nguyen	
			218511099	Online Applicant	Flora Thornberg	
Avi Staffing	US	Eagan HQ	218508388	Online Applicant	Jessica Thornberg	
Avi Staffing	US	Eagan HQ	218508950	Applicant	Jessica Thornberg	
Avi Staffing	US	Eagan HQ	218509048	Active	zzZinnia zzAster	
Avi Staffing	US	Eagan HQ	218577304	Active	zzDaisy zzCantrell	
Avi Staffing	US	Eagan HQ	218809625	Applicant	zzLauren zzCantrell	
Avi Staffing	US	Eagan HQ	218809887	Active	zzSarah zzDrummond	
Avi Staffing	US	Eagan HQ	218511390	Active	zzPansy zzFlower	
Avi Staffing	US	Eagan HQ	218798555	Active	zzAster zzJones	
			218798300	Online Applicant	zzDaisy zzJones	

Utilizing Talent Questionnaires

Talent Questionnaires

Avionté Utilities

Search Utilities

User Accounts
Edit your user account settings including changing passwords, email, etc.

Table Editor
Edit the inner workings of Avionté, including process flows, terminologies and other system wide settings

Careers Page Editor
Configure, edit and customize your careers pages, languages, and other Avionté careers page functionalities

Record Archive
View and restore previously archived applicants, companies and jobs

Logo Editor
Create and update your company logo which will display in various areas throughout Avionté

Email Template Editor
Create, edit and manage your email templates.

Manager Feedback Form
Create, edit and manage feedback forms and nominations

Talent Questionnaire
Manage web tests that may be sent to applicants or applied to an application process on your careers page

Create a New Test

Please enter the name of the Questionnaire below. Once created, you may create and edit questions.

New Questionnaire Name:

Cancel Create

Customize your Talent Questionnaires [Utilities](#) > Talent Questionnaire Editor

Questionnaire Name:



Talent Viewable:

☐ Hide

Interview Type:

☐ No

Questionnaire Introduction:



Templates   **Save Defaults** **View Defaults** **Applicant Merge Fields**

Type something

Files

 No Files Uploaded

[Upload Files \(DOC, DOCX, PDF\)](#)



Talent Questionnaires: Key Information to Collect

- 1 Current Employment Status
- 2 Availability Timeline
- 3 Updated Preferences
- 4 New Skills/Certifications
- 5 Contact Preferences

Implementation Strategy



Pro Tip: Personally follow up with candidates marked as "actively seeking" - your hottest leads.



Automate Distribution

Include in online
application or
onboarding



Keep it Short

5-7 questions
maximum to ensure
completion



Incentivize Participation

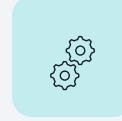
Offer market
insights or career
tips in exchange



Segment by Groups

Create different
questionnaires for
different skills or
industries

Automate Outreach with PIXEL Talent Engagement



Configure Once, Trigger Automatically

Choose a trigger — Last Contacted, Job Start, Job End, or a date — plus a schedule. PIXEL sends it automatically, every time.



Target the Right Talent

Applicant and placement status conditions decide who gets each message, so outreach only reaches eligible, available talent.



Personalized, Sent at Scale

Static text plus variables — talent name, job title — send via Avionté Chat or the 24/7 app. One setup, used by everyone.

Talent Engagements in Action: Reactivation Examples



Last Contacted Reactivation

Fires automatically after 30, 60, or 90 days of silence: “Hi {{Talent First Name}}, still looking for work?”



Weekly Availability Check

A recurring Date trigger checks inactive talent every Monday: “Can you confirm your availability for the month?”



Job End → Next Opportunity

Thanks talent the day an assignment ends, then immediately re-engages them — turning one placement into the next.

Act Today



Your 30/60-Day Implementation Roadmap

- Week 1-2: Database cleanup & contact verification
- Week 3-4: Create your first tearsheets & launch questionnaires
- Week 5-8: Scale engagement & advance search strategies

Plus:

- Success metrics to track your progress
- Avionté-specific setup instructions
- Quick wins you can implement immediately

Key Takeaways

- Transform your existing database into your primary talent source
- Use tearsheets, clean data, advanced searches, and questionnaires strategically
- Implement your 30/60-day roadmap starting today

Resources available:

- Knowledge Base
- Customer Support
- Account Management
- Implementation Team (if applicable)



Partnership Spotlights



Sense

- Multi-channel talent re-engagement beyond PIXEL - outreach, NPS surveys, and milestone automation.
- Syncs talent records via AviontéBOLD, automates personalized check-ins with no added recruiter time.



Great Recruiters

- Captures real-time talent feedback after placements.
- Integrates with Avionté to auto-send post-placement review requests, surfacing top talent for re-engagement.



Session Resources

- Saved Talent Search, Comprehensive Talent Report, PIXEL Talent Engagements.
- Enhanced Talent Activities Report, PIXEL Live Chat, Avionté 24/7 Skill Matching – all listed on the conference app.

On the Flight Back Home

Action 1

- Run Comprehensive Talent Report
- Filter: 60-day inactivity
- Assign top 20 records for personal outreach this week

Action 2

- Build Saved Talent Search for top skill set
- Name it clearly
- Share with your team

Action 3

- Create Talent Questionnaires and add them to onboarding workflows
- Launch to 60-day segment by end of week

None of these take more than 30 minutes.

Together, they save recruiters hours weekly - and thousands in sourcing costs.

Questions?

Rate the session



Leave further feedback...

SEND

Cancel

Thank You

Help shape future **CONNECT** content by rating this session.

1. Open the Bizzabo app and select Agenda
2. Locate: **Passive to Placed: Reactivate and Engage Your Existing Talent Pool**
3. Rate and leave feedback



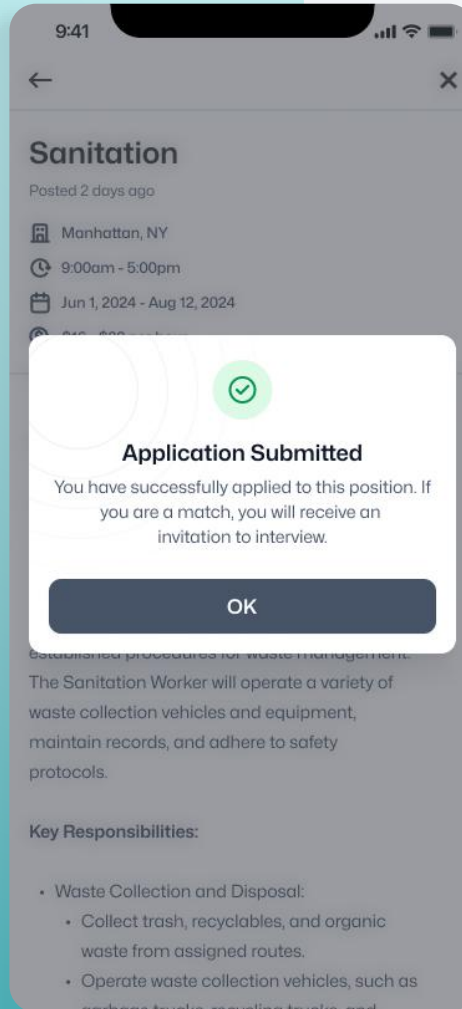
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the next level.



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Experience What's Possible

Visit the Experience Center – 2nd Floor

- Test real workflows that deliver results
- Get expert guidance for your specific goals
- Four focused areas aligned with your success
- Leave with strategies you can implement now