AVIONTÉ

CONNECT

Ensuring Mobile Success

KEY BEHAVIORS FOR RECRUITER MASTERY!

Avionté 24/7 WORK

Meet the Team

Parker Saunders

VP of Customer Success

Pearce Olson

Director of Customer Solutions

Samantha Brant Moniz

Sr Account Manager

Scenario

- Purchased Avionté's Talent Enablement Bundle.

- Platform staffing and a mobile talent experience are needed to grow your business.

- Not seeing the expected ROI.

- Recruiters are not using the tools regularly.

Now What?

The Agenda

1. Health Scorecard

2. Simplify The Change

3. Recruiter Buy-In – Sustaining Adoption

4. Recap and Q&A

Health Scorecard

What is the Client Health Scorecard?

DATA

Quantify input and output to better analyze usage

ADOPTION

Review specific product adoption by your team
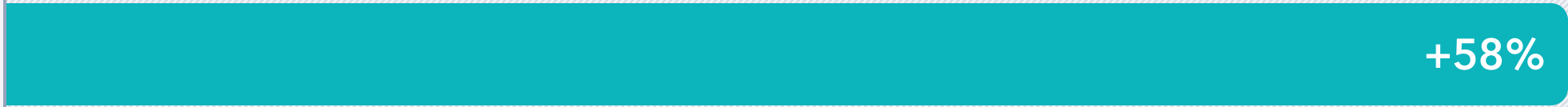
STRATEGY

Find operational points for training and realignment

Is your team utilizing their Avionté tools and how can alignment of this partnership better your ROI?

+4%

Traditional Temporary Staffing

+58%

Staffing Platforms

# Staffing platforms are growing 14x compared to traditional staffing.

Avionté Enables Platform Staffing

TRADITIONAL

Traditionally, recruiters only spend a small portion of their time engaging in direct value creation activities. Staffing demands substantial administrative work and manual processes to keep talent moving through the lifecycle.

Workforce Planning   **Admin Tasks**   **Talent Engagement**
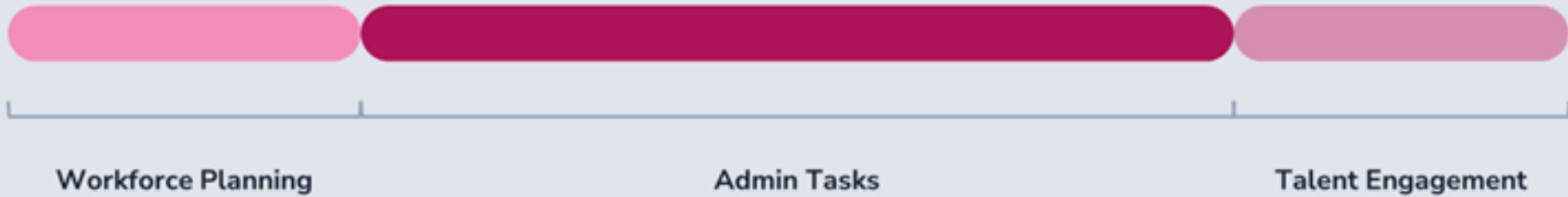
PLATFORM

With Avionté, recruiters can focus on engaging with talent and employers, building relationships, and placing talent. Avionté handles repetitive, administrative tasks, saving you time and money, allowing you to do what you do best.

Workforce Planning   **Admin Tasks**   **Talent Engagement**

KPI Dashboard

Products in use		
	24/7 Unbranded App	false
	24/7 Branded App	true
Mobile Talent Engagement	24/7 ONBOARDING	true
	24/7 WORK	true
	Avionté PIXEL	false

Mobile Talent Engagement Usage – Last Month

465 I9 Forms Sent	**657** Symmetry Forms Sent	**22%** Onboarding Tasks Automated
3.2% of Positions Filled from App	**3%** of Talent Expressing Interest	**%** of Bot Interviews Completed

BOLD Platform Feature Adoption

Talent Pipelining

Metric – Last 30 Days	Benchmark	Your Score
# of Talent Pipelined	n/a	15
% of Users that Pipelined a Talent	40%	10%

Saved Talent Searches

Metric – Last 30 Days	Benchmark	Your Score
# of Talent Searches Run	n/a	212
% of Talent Searches that were Pre-Saved	25%	4%

Custom Job Order Templates

Metric – Last 30 Days	Benchmark	Your Score
# of Job Orders Created	n/a	19
% of Jobs Created from Templates or Clones	50%	6%

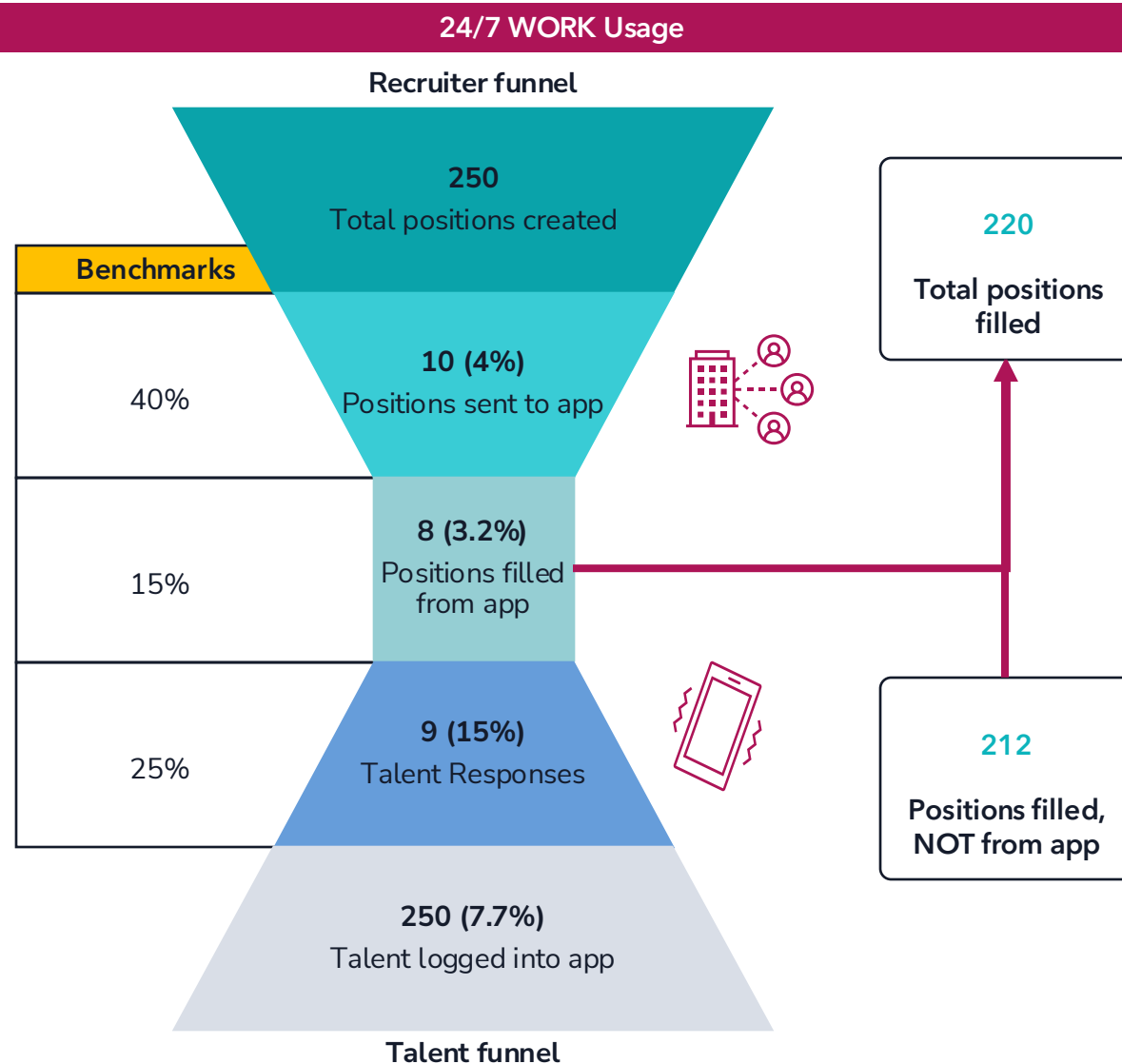# Mobile Talent Engagement Usage Analytics
Avionté 24/7 ONBOARDING

24/7 ONBOARDING Usage

6926

Tasks Sent

1562 (22%)

Tasks sent via Automation

901 (13%)

Tasks Completed

Benchmarks	
	60%
	60% (of tasks sent)
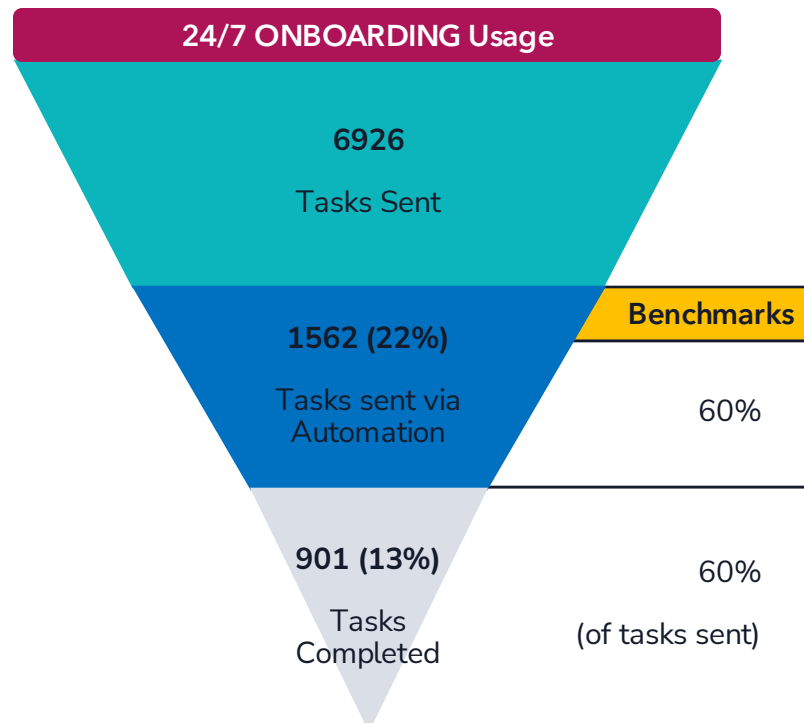
I9 and W4 Automation	
Metric	Your Score
# of I9 Forms Sent	465
# of Symmetry (W4) Forms Sent	657

24/7 ONBOARDING – Moderate Example ROI Calculation	
Assumptions	
Time saved for every 1 task automated	**2 min**
Avg recruiter salary with overhead	**$30 per hour**
Savings per task automated	**$1 per task**
Value Realized	
# of tasks automated monthly	**7,000 tasks**
Time saved monthly	**233 hours**
Example Total Savings	**$7,000 per month**

Mobile Talent Engagement Usage Analytics Avionté 24/7 WORK

24/7 WORK Usage

Recruiter funnel

250
Total positions created

Benchmarks

40%

10 (4%)
Positions sent to app

15%

8 (3.2%)
Positions filled from app

25%

9 (15%)
Talent Responses

250 (7.7%)
Talent logged into app

Talent funnel

220
Total positions filled

212
Positions filled, NOT from app

Through Avionté 24/7 WORK, reach talent in seconds and confirm job offers in minutes by incorporating algorithmic matching technology that instantly identifies and alerts best-match candidates of new job opportunities.

Sequentially distribute and alert talent of new job opportunities that are right for them.

Increase show-up and redeployment rates by putting control in the hands of your candidates. With Avionté 24/7, they can manage their schedule in real-time, and review job details and requirements.

24/7 WORK – Moderate Example ROI Calculation

Assumptions

Time spent on manual outreach, per Talent	**30 min**
Time saved per 1 App Talent Response received	**25 min**
Avg recruiter salary with overhead	**$30 per hour**
Savings per Talent Response Received	**$13 per response**

Value Realized

# of Talent Responses monthly	**300 responses**
Time saved monthly	**7500 min**
Example Total Savings	**$3,750 per month**

Simplify the Change

Avionté 24/7 WORK

Improve Quality and Completeness of Essential Data Elements

TALENT	JOB	COMPANY
• First and Last Name	• Start Date (*matching criteria*)	• Company Name
• Email Address	• Start/End Time (*matching criteria*)	• Contact
• Phone Number	• Worksite Address (*matching criteria*)	• Office (Department)
• Address (**matching criteria**)	• Skills (*matching criteria*)	• Company Status (*active*)
• Skills (**matching criteria**)		• Worksite Address (*not Billing Address*)
• Talent Status (**matching criteria**)		

Quality Talent Data

- First and Last Name

- Email Address

- Phone Number

- Address *(matching criteria)*

- Talent Status *(matching criteria)*

- Skills *(matching criteria)*

  - *Tags > Position Category*

Quality Job Data

- **Start Date** *(matching criteria)*

- **Start/End Time** *(matching criteria)*

- **Worksite Address** *(matching criteria)*

- **Skills** *(matching criteria)*

Quality Company Data

- Company Name

- Contact

- Office (Department)

- Company Status *(active)*

- Worksite Address (*not* Billing Address)

Create Standardized Job Templates

Wise Time Use
Templates allow recruiters to focus more on strategic tasks, such as sourcing and evaluating candidates

Reduced Errors
By repeating previously used data, job templates ensure that essential information is accurate and consistent across all job postings

Faster Posting
Templates help recruiters to quickly create and publish job postings, attracting top talent before competitors

Scalability
Ensures that the recruitment process can scale without sacrificing quality or consistency

Talent Search

Search   Add New Talent   Unclaimed Talent   Import Text   Import Resume   Import Multiple   TalentBin

Talent Terms ⌄   ⓘ   Position Categories (1) ✕   Type to Search...   ✕   🔍

☑ No Position Categories 📌   No Position Categories ⊗   Total ATS Population: 8,084

Mass Skill Update

Position Categories (1) ✕ | Type to Search...

Talent Search Results   Total ATS Population: **8,084**   Talent Ownership: **10**   Preview , Pipeline , First Name ⌄

✓	Preview⌄	Pipeline⌄	First Name⌄	Last Name⌄	Email Addr⌄	Mobile Pho⌄	Placement Status ⌄	Address 1 ...⌄	City ⌄	State ⌄
✓	📄	◎	zztest1	zztest	zztest1@g…	5556668…	✓ Not Active Temp			
✓	📄	◎	zzGary	zzMeighan	zzgary@…	5555557…	✓ Not Active Temp	Bay St	Toronto	ON
✓	📄	◎	Zsa zsa	Thurlow	zthurlow…		✓ Not Active Temp	0 Monter…	San Jose	CA
✓	📄	◎	Zsazsa	Hammerst…	zhamme…		✓ Not Active Temp	02 Schm…	Springfield	IL
✓	📄	◎	Zollie	Crother	zcrother4…		⬅ Placed	1231 Eagle…	Little Rock	AR
✓	📄	◎	Zena	Baiden	zbaidenj…		✓ Not Active Temp	0749 Atw…	Utica	NY
✓	📄	◎	Zechariah	Godbald	zgodbald…		✓ Not Active Temp	8114 Moni…	Washington	DC
✓	📄	◎	Zabrina	Hamstead	zhamste…		⬅ Placed	5 Arrowo…	Chicago	IL

Mass Actions menu:

- Add Activities ✎
- Add Tasks 📋
- Add to Tearsheet ⧉
- Change Rep 👤
- Extract to Excel 🗶
- Generate Call List 📞
- **Mass Add Tags** 🏷   Mass Actions
- Mass Background Check ✓
- Mass Onboard ➤
- Mass Pipeline ◎
- Mass Start ✓
- Mass Update Flag ⚑
- Merge Talent ⧉
- Print Talent

Total Unique: 7505 (Showing Items: 1 – 500) (Selected Items: 60)

«   ‹   1   / 16   ›   »   500 ▲

Mass Actions ▲

Job Modes

INTEREST

Worker engagement in the app pipelines the Talent in BOLD

OFFER

Immediate commitment to the shift without further evaluation

- Start your team with the more familiar *Interest* mode

- Interest jobs maintain the involvement and control recruiters may be used to, as they are required to evaluate and place the Talent

Job Distribution Modes

DYNAMIC

Sending job notifications to all Talent matching job criteria

PICKLIST

Selecting specific Talent for the job

- *Dynamic Distribution* is highly recommended in order to reach the largest audience of talent that match the job

- Paired with Interest, Dynamic Distribution still allows recruiters to be involved in evaluating the Talent before placing them on the job

Benefits of Dynamic Distribution

EXPANDED TALENT POOL

Tap into a broader talent pool to find diverse and qualified candidates

INCREASED RESPONSES

More responses means greater likelihood of finding the right Talent quickly

Pair with *Interest* for a familiar workflow with improved efficiency

Avionté 24/7 ONBOARDING

Onboarding Workflows

Talent Onboarding

Stage Settings

☐ Tasks must be completed in order
☐ Send task reminders

Task	Due Date	Task Instructions
Equifax Workforce Solutions I-9 ▼	1 days after assignment	
None ▼		
Symmetry ▼	1 days after assignment	Please answer the questions presented to ensure the appropriate tax forms are completed.
Symmetry Guided ▼		
Certifications ▼	1 days after assignment	

⊕ Add Task

Add Stage

Cancel   Save

Onboarding Automated Triggers

Basic Automation Configuration

Different events can be monitored and automated. Start by choosing the automation category, then the event.

Automation Name

Pearce Pipeline

Automation Type

Onboarding ▾

Event

| Pipeline Stage ▾ | IS ▾ | Send Onboarding PO ▾ |

Trigger Conditions

Actions will only trigger if the below conditions are true for the selected trigger

⊕ Add Condition

Actions

Actions will only trigger if the conditions above are true for the selected trigger

Send Workflow ▾ ＞ Pearce Nomination ▾

Completion Action

| When Workflow is Completed ▾ | ＞ | Change Pipeline Stage ▾ | TO ▾ | Onboarding Complete PO ▾ |

First Steps to Drive Adoption

Anticipate Objections and Overcoming Them

- List potential objections at each level and provide a plan to address them effectively

- Address concerns, clarify misconceptions, and provide supporting evidence or testimonials

- Example:

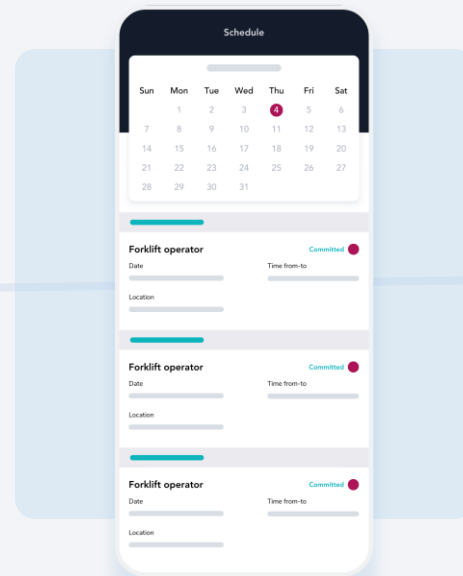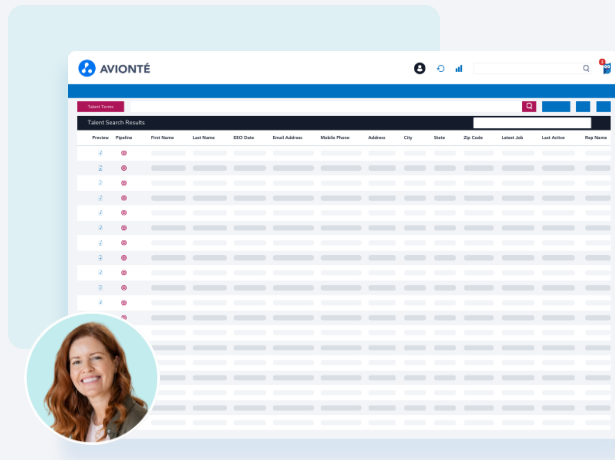*Concern:* Recruiters fear that computers are taking over their jobs.

Reality: This is empowering them to get more done and focus on relationships

Phased Adoption
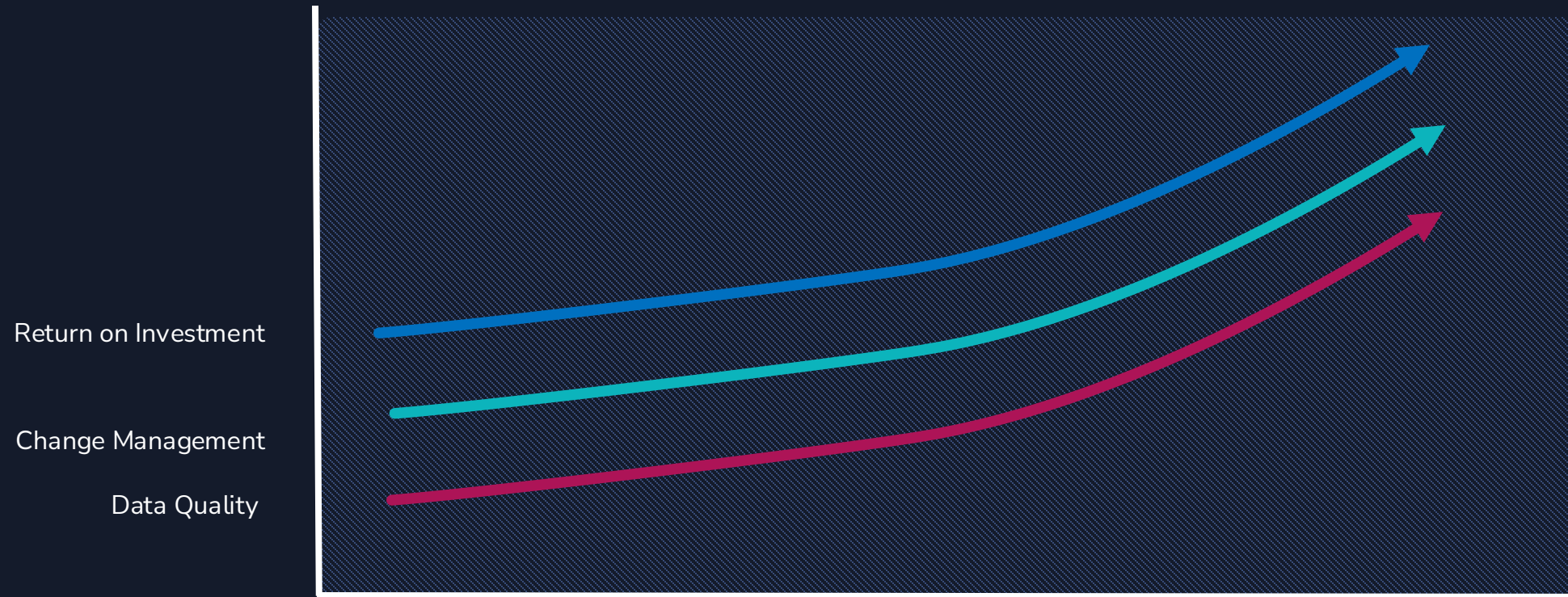
Digital transformation is a journey, not a destination...

Set Small Goals to Start: Starting off with a few clients or focus on one branch to set a goal of 100% success rate of posting to Avionté 24/7

Create Incentives for Recruiters: Starting slow will allow recruiters to get used to the new way of working.
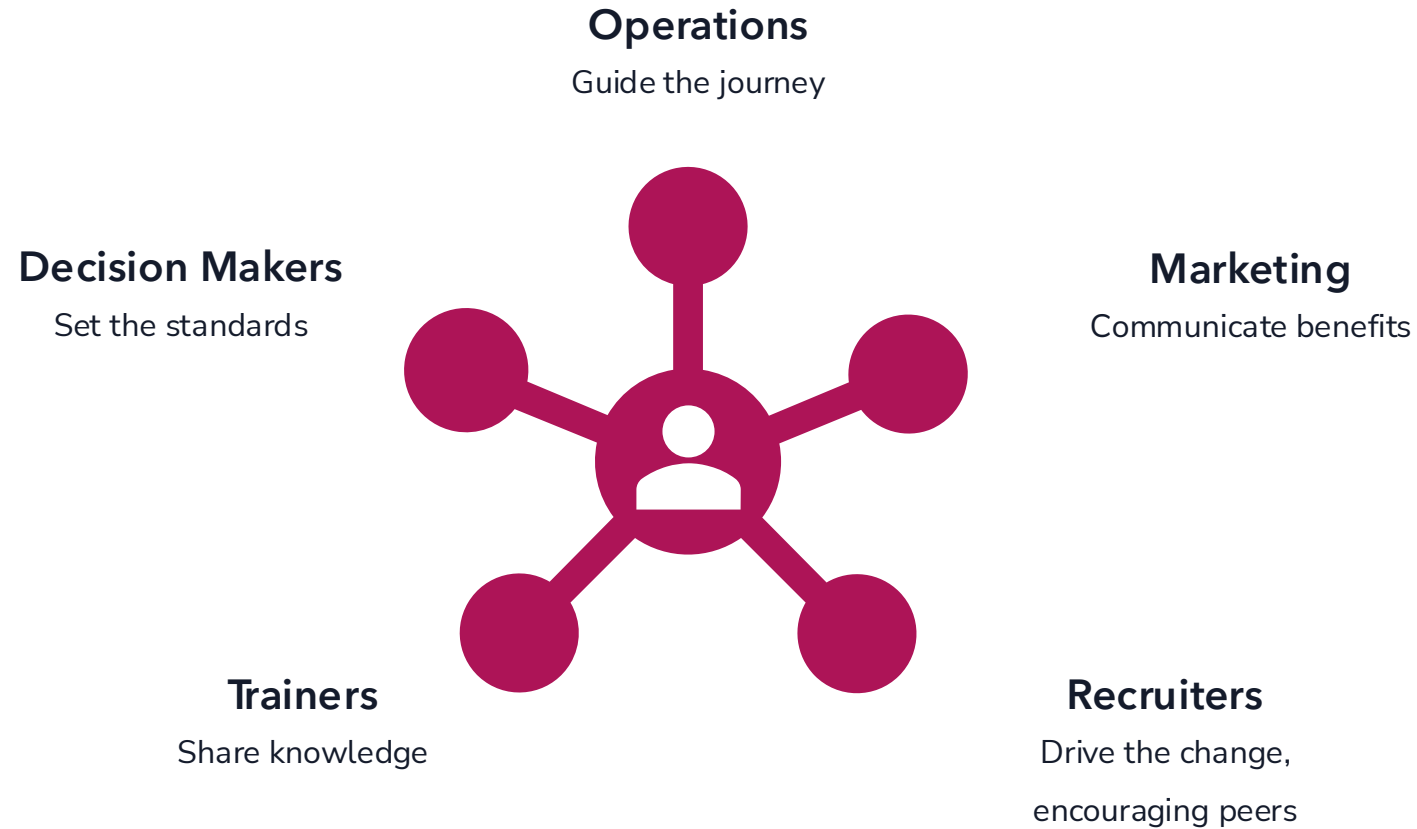
Earning Recruiter Buy-In

Empowering Your Recruiters to Be Successful

Operations

Guide the journey

Decision Makers

Set the standards

Marketing

Communicate benefits

Trainers

Share knowledge

Recruiters

Drive the change,

encouraging peers

The Role of the Recruiter

1. Keep Talent engaged in the app by ensuring a consistent *volume* and *variety* of jobs are being sent to the app

2. Keep Talent motivated by engaging with talent regularly, ensuring they are aren't left in the dark

Recruiters are key to Avionté 24/7 success!

Are Recruiters Clear on How to Use Avionté 24/7?

- **Training content**: Create modules or materials that cover all new workflows and "what's in it for me"

- **Training schedule:** When and how often training sessions will occur for each office.

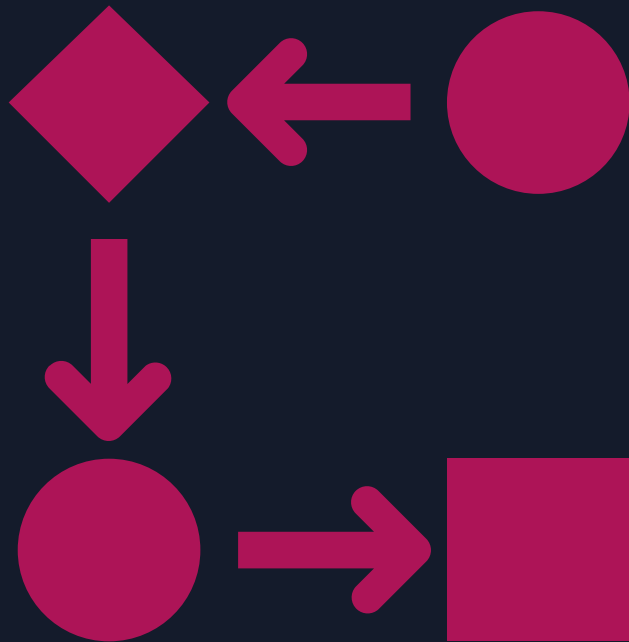- **Assessment**: Incorporate evaluations to measure the effectiveness of the training

Have a dedicated resource across all offices

Document New Workflows for Recruiters

- Clear processes help reduce confusion drive efficiency, leading to improved productivity

- Workflows establish consistent standards and procedures

- Established workflows help new employees can quickly get up to speed more quickly

- Workflows can help ensure compliance and accuracy

Share the Company Vision for the Future

- Include desired outcomes and the direction the company is heading

- Consider the specific benefits for each audience within your organization:

C-Level Executives
- Increased efficiency
- Improved decision-making
- Strategic insights

Leadership
- Streamlined processes
- Enhanced collaboration
- Data-driven decision-making

Sales
- Improved customer engagement
- Enhanced sales processes
- Increased revenue

Recruiters
- Enhanced candidate experience
- Improved talent acquisition
- Streamlined hiring processes

Operations
- Improved productivity
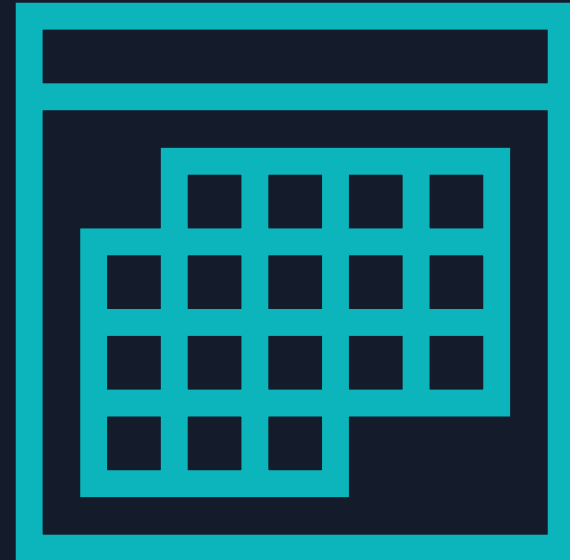- Streamlined workflows
- Optimized resource allocation

Communications Calendar

- Share the rollout strategy and timeline

- Ensure each level understands when to expect communications and their role in supporting them

- Include communication plans for candidates and clients (if applicable) and solicit support from team members

Sustaining the Change

Who is Accountable For Your Success?

- Recruiters (or others tasked with jobs creation) are responsible for using it and an element of promotion but they aren't independently *accountable*

- Branch Managers should be accountable for their Recruiters' usage

- **Who is accountable for the Branch Managers' success?**

Measure Your Success & Establish Goals

- Some recommended Key Performance Metrics when starting with Avionté 24/7 include:

  - *Recruiter Adoption*

  - *Talent Adoption*

  - *Recruiter Engagement*

- Target Benchmarks of realistic goals based on typical performance have been provided, and can be adjusted to your own situation if necessary

ACTION #1:

For each metric, follow the provided steps to calculate your current percentage for each metric

ACTION #2:

Document your current status in the Adoption Tracking Spreadsheet

ACTION #3:

For the Recruiter Adoption and Talent Engagement KPIs, adjust your filters to identify successes and opportunities in specific Branches or individual Recruiters

Plan & Receive Feedback

- **Gather Feedback:** Start collecting and encourage honesty, emphasizing that feedback is valuable for improvement

- **Develop an Action Plan**: Work with internal teams to develop an action plan for addressing the identified areas of improvement

- **Implement Changes and Follow Up**: Put the action plan into motion and monitor the progress of the changes. Regularly follow up on the improvements to ensure they are effective.

Make this ongoing

Feedback Example: Low Recruiter Engagement

Engagement has 2 meanings:

Engaging with Talent	Engaging with Recruiters
• From the **Recruiter** perspective, getting engagement is about getting talent to express interest in Jobs. This is represented by talent being Pipelined in Bold based on workers applying to jobs they match for on the app. This can be easily identified on the **24/7 Placements Report**.	• From the **Talent** perspective, getting engagement is about being progressed in the hiring process based on their Talent Stage being updated in Bold.

Low Recruiter Engagement

Example Concerns and Solutions:

"Where are the 24/7 applicants in BOLD?"

Talent who apply to Interest Jobs on Avionté 24/7 will show up in the Pipeline. They can also be easily identified by reviewing the 24/7 Placements report.

"Why should 24/7 applicants be prioritized?"

Recruiters can fill jobs faster with talent who apply from Avionté 24/7 since they have already met the initial *matching criteria* (such as skills, proximity and availability) of the job, and therefore the recruiter can have a higher Confidence Level in them.

Low Talent Engagement

Example Concerns and Solutions:

"Do Talent understand the job opportunity?"

The Avionté 24/7 app displays complete job descriptions, so ensure that they are clear and concise. For more guidance, consider surveying Talent to get their feedback on the app experience.

"Has the recruiter allowed enough time for talent to view & show interest in the job?"

Talent tend to apply very quickly in Avionté 24/7 but everyone works at their own pace. As long as a job remains open, current and newly qualified talent may continue to apply to jobs.

Adapting to Feedback

- Establish channels for recruiters and key project team members to share their feedback as they use and adapt to new processes around using Avionté 24/7
- Consider how you expect to capture and improve from feedback along your adoption journey

ACTION #1:

Create a shared forum amongst Key Project Stakeholders to discuss questions and bounce ideas of one another

ACTION #2:

Create a forum for Branch Managers and/or Recruiters to openly discuss their product questions and successes

ACTION #3:

Document common questions in an FAQ or training document that is accessible by recruiters and branches. Share news of success stories broadly with your organization

Track Your Progress Over Time

- **Progress Tracking:** Utilize reporting to gauge the performance of various offices.

- **Collaboration Hub:** Establish a shared channel for office/ branch managers to:
    - Centralize internal support.
    - Foster peer support and knowledge sharing.

Establish these channels

Gamify the Recruiter Change Management

POINTS AND LEVEL

Award points and let recruiters redeem them for prizes

DIGITAL BADGES

Provide learners with digital badges when they reach certain milestones

LEADERBOARD

Showcase the progress and performance of learners

Prizes could be company swag, gift card, extra time off – whatever motivates your team!

Questions & Answers

Thank You

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- Locate this session by Name, Date and Time

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- Optional to leave further feedback

THANK YOU FOR YOUR FEEDBACK