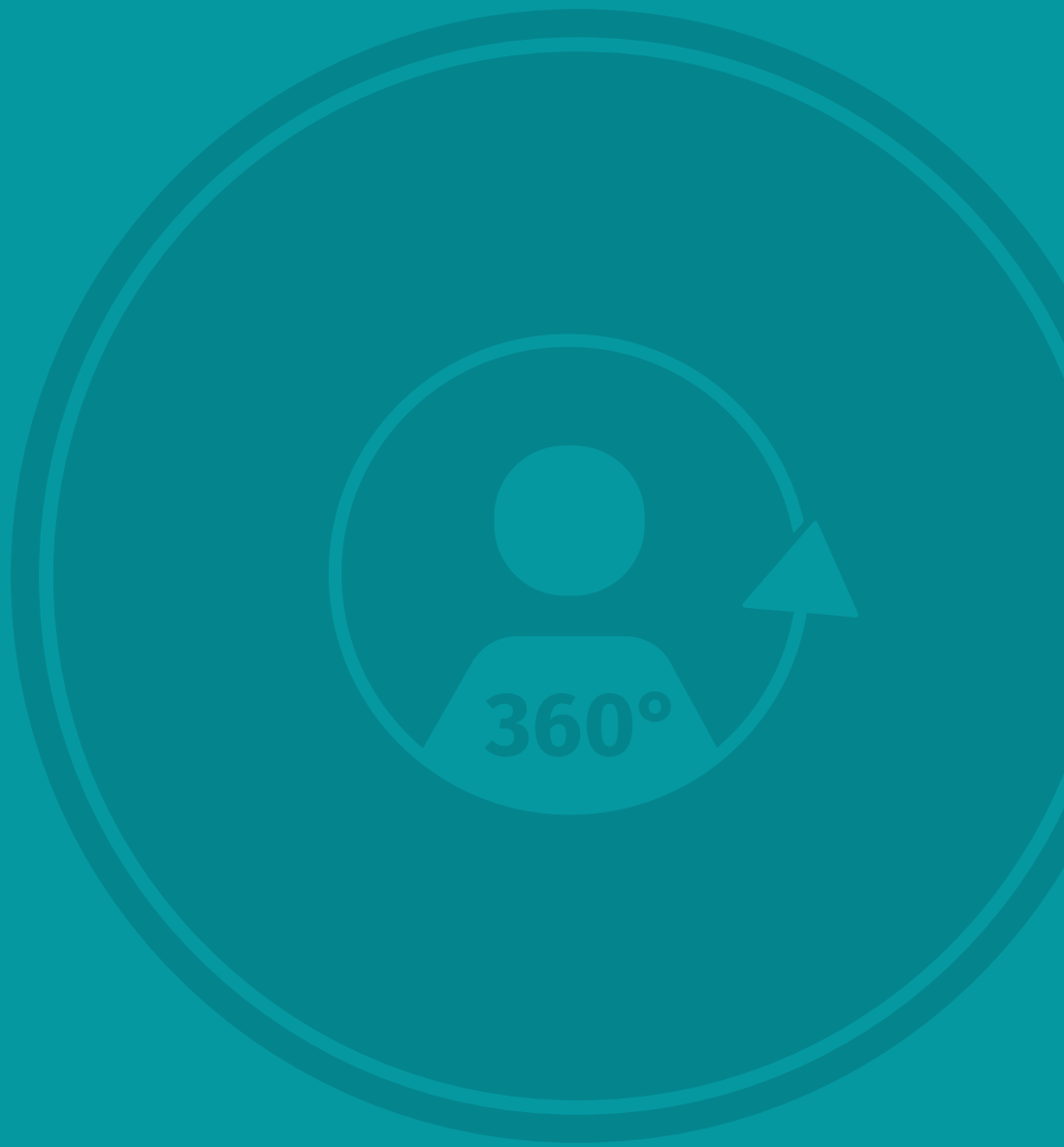


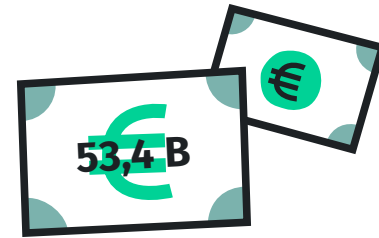
# XING E-Recruiting 360°

Always find the right candidates.



# 1. Unfilled vacancies jeopardise your economic success.

The working world is experiencing the greatest transformation since the Industrial Revolution. With progressive digitalisation, the shortage of skilled labour is increasingly becoming a problem for employers, and demographic change exacerbates this effect. In Germany alone, unfilled positions cost medium-sized enterprises around €53.4 billion each year.<sup>1</sup>



# 2. Your HR team is faced with completely new challenges.

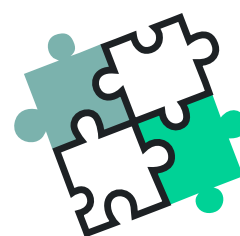


95% of German companies have difficulties filling vacancies.<sup>2</sup> That's because candidates have changed as well. These days, jobs are increasingly sought via social networks. You need to start using digital recruiting channels now to keep pace and attract the right people in the future.

95%

# 3. Score in the most important recruitment disciplines.

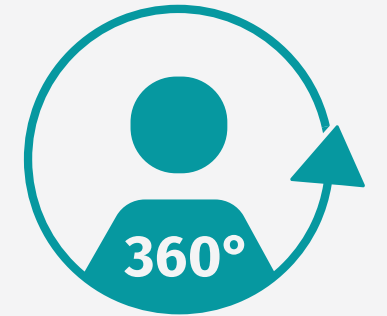
The market has seemingly endless possibilities and a wide range of e-recruiting solutions. With XING E-Recruiting 360° you have a partner by your side who can support you and offer all of the required disciplines from a single source. Particularly with positions that are difficult to fill, you often need to use multiple channels and methods in tandem.



# 4. Prepare for the future, today!

XING E-Recruiting 360° combines five recruiting tools, consisting of the most effective channels currently available, in a single licence package. The products can be used on their own but are more effective when combined. Create your own recruiting mix for each vacancy and reduce your time to hire. The Recruiter Insights let you review your performance in the tools you use at any time, while also delivering statistics for you to benchmark your performance with other companies.

You'll also receive personal service and exclusive additional benefits.



# 5. Use the no. 1 careers network for your recruiting success.

XING is the leading online business network in German-speaking countries. It's not just the reach that's unique – the diverse mix of industries, education levels, career levels and age groups also presents a broad spectrum of potential candidates.

18 m

Access to around 18 m potential candidates in D/A/CH<sup>3</sup>

5.500

Around 5.500 new members each day<sup>3</sup>

40%

Average response rate of 40%<sup>3</sup>

-30%

Reduce your time to hire by up to 30%<sup>4</sup>

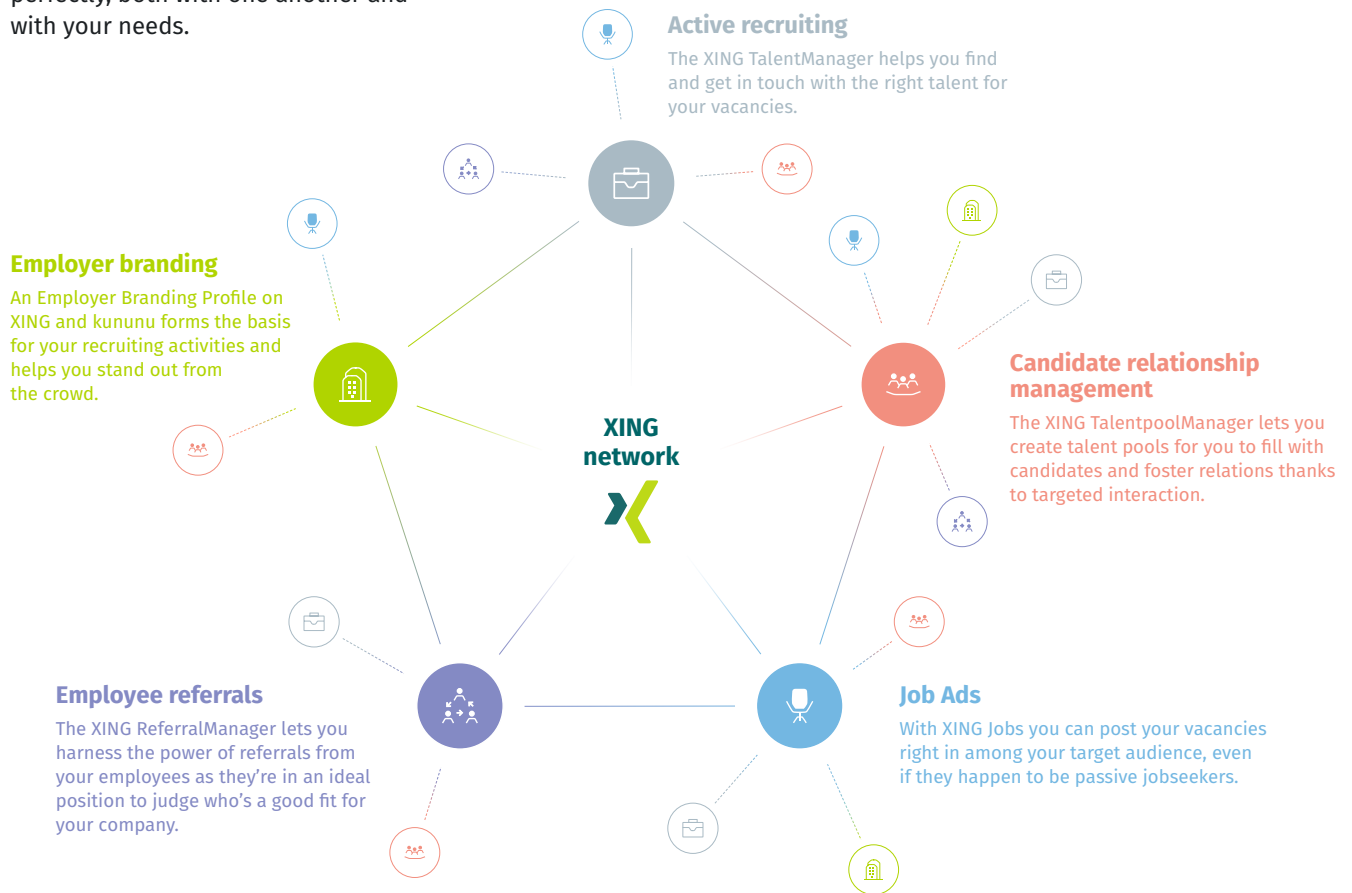
-46%

Reduce your recruitment costs by up to 46%<sup>5</sup>

<sup>1</sup>EY-Mittelstandsbericht 2018, 02-2018. <sup>2</sup>ICR Recruiting Trends 2018. <sup>3</sup>XING, internal survey – from May 2020. <sup>4</sup>Institut für Arbeitsmarkt- und Berufsforschung (IAB Job Vacancy Survey), 2016; DHI Group Inc., University of Chicago Booth School of Business, University of Maryland, 2017; Statista analysis, 2017. <sup>5</sup>Institut für Arbeitsmarkt- und Berufsforschung (IAB Job Vacancy Survey), 2016; DHI Group Inc., University of Chicago Booth School of Business, University of Maryland, 2017; Statista analysis, 2017, depending on the industry of the position to be filled.

# XING E-Recruiting 360°

Whether as standalone solutions or in tandem – the XING E-Recruiting portfolio offers a range of tools that dovetail perfectly, both with one another and with your needs.



## Employer branding

An Employer Branding Profile on XING and kununu forms the basis for your recruiting activities and helps you stand out from the crowd.

## Active recruiting

The XING TalentManager helps you find and get in touch with the right talent for your vacancies.

## Candidate relationship management

The XING TalentpoolManager lets you create talent pools for you to fill with candidates and foster relations thanks to targeted interaction.

## Employee referrals

The XING ReferralManager lets you harness the power of referrals from your employees as they're in an ideal position to judge who's a good fit for your company.

## Job Ads

With XING Jobs you can post your vacancies right in among your target audience, even if they happen to be passive jobseekers.

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