

# XING ReferralManager

The best people recommend  
the right people.



# No recruiting discipline is more reliable.

Do you already involve your employees in your recruitment work? If not, it's high time you did because personal referrals offer great potential. For one thing, referred employees require a shorter induction phase because they know someone at the company who can give them a realistic idea of their future job and working environment, which in turn leads to a better cultural fit.

Referred colleagues are also more loyal and exhibit a 50% lower termination rate than employees recruited by more conventional means.<sup>1</sup> With the XING Referral-Manager, you can use your colleagues' professional and personal networks to reach suitable candidates who happen to be passive jobseekers.

## Referral management made easy.

The XING ReferralManager digitalises and automates the entire workflow. Employees with XING memberships can automatically participate, while non-members can easily register by e-mail.

Then you simply send vacancies to selected employees and ask them to recommend them to contacts they think are a good match. You can follow your campaign's progress thanks to the statistics. Do you already have a referral scheme in place? You can link it to the XING ReferralManager.

More information:

[recruiting.xing.com/en/referralmanager](https://recruiting.xing.com/en/referralmanager)

## Your benefits at a glance



**Access employee networks**

Use your employees' networks to find the right candidates. With the growth of these networks, your candidate pool also continually grows.



**Automatic candidate suggestions**

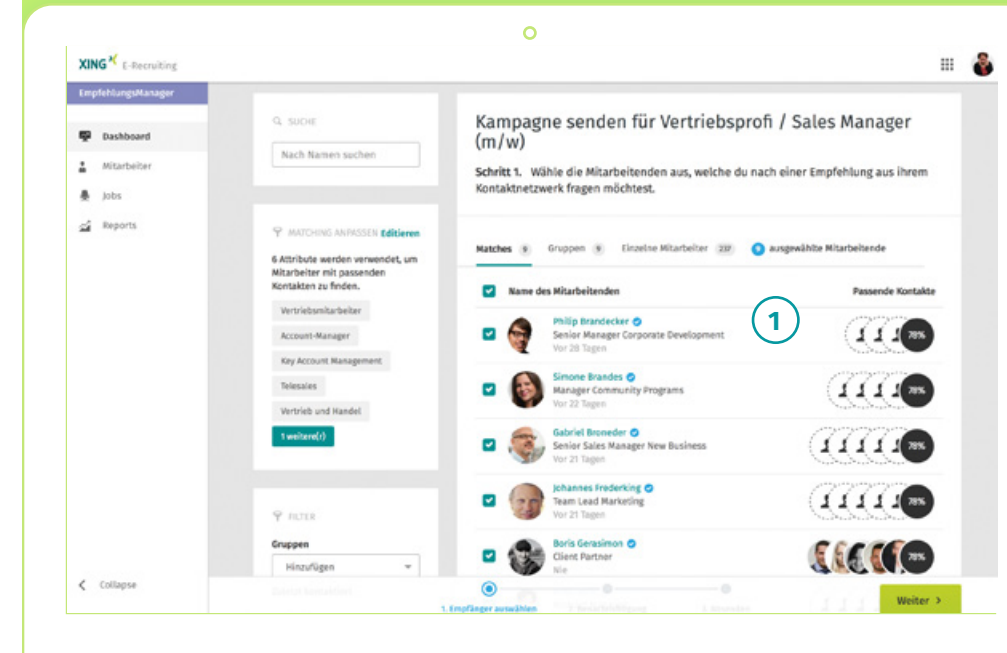
Your vacancies will be automatically compared with the candidate pool. This way, you can see at a glance which employees have contacts that might fit.



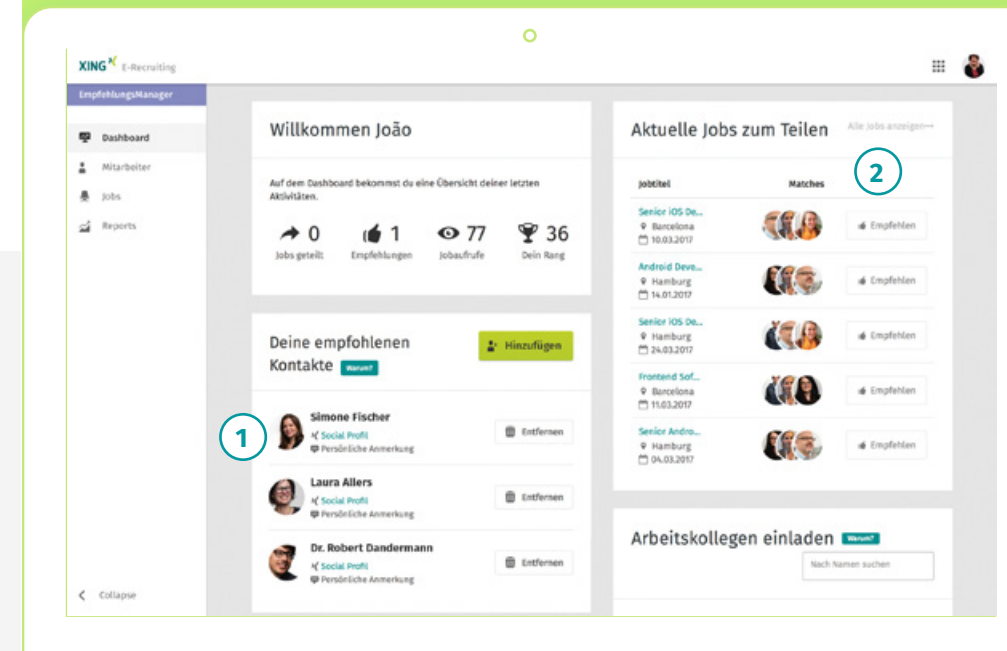
**Simple recommendation process**

Send vacancies to select employees with a single click. They can then forward them to specific candidates or share them on social networks.

# Use the recruiting potential of your employees.



1 The XING ReferralManager automatically imports all of your job ads. It then uses intelligent algorithms to compare them with employees' networks and identifies employees with suitable contacts.



1 Employees are notified about their referrals' progress within the application process.

2 Vacancies and matching contacts are both listed in the employee dashboard. Jobs can be recommended with a click of the mouse.

<sup>1</sup>Survey by Zürcher Hochschule für Angewandte Wissenschaften ZHAW, 2016.



## How sustainable is your recruitment?

Particularly in these times of digital transformation, it's not just the quantity but, above all, the quality of applicants that makes the difference for companies. In fact, it's becoming increasingly difficult to find good staff at all. However, it's vital to find employees who really match the company. After all, people will only take an interest in vacancies if they can identify with their tasks and fit in with the culture, which will also foster their long-term loyalty.

Find out more at:

[recruiting.xing.com/en/referralmanager](https://recruiting.xing.com/en/referralmanager)

That's why employee referrals are an important part of your recruiting mix. They're not only personal and genuine, your employees also know best who to refer and who would be a good match for the company. That way, you can boost your efficiency when searching for suitable candidates and increase the quality of your applicants at the same time. The XING ReferralManager opens up this valuable possibility to you and simplifies the referral process, ranging from initial contact to hiring the right person.

## Turn your employees into ambassadors.

Use referrals from your colleagues to find suitable candidates and fill positions in the long term.

- **Access to your employees' contacts** – expanding your network also enables your candidate pool to grow.
- **Candidate suggestions** – you only need to ask your colleagues for a recommendation..
- **Simple process** – you can inform employees and ask them to recommend job ads with a single click.

**18 m**

Access to around 18 m potential candidates in D/A/CH<sup>1</sup>

**40%**

40% of referrals are subsequently hired.<sup>2</sup>

**- 30%**

Employee referrals reduce your time to hire by up to 30%.<sup>3</sup>

**86%**

86% of recruiters consider referrals to be the best way to fill a vacancy.<sup>4</sup>

**- 46%**

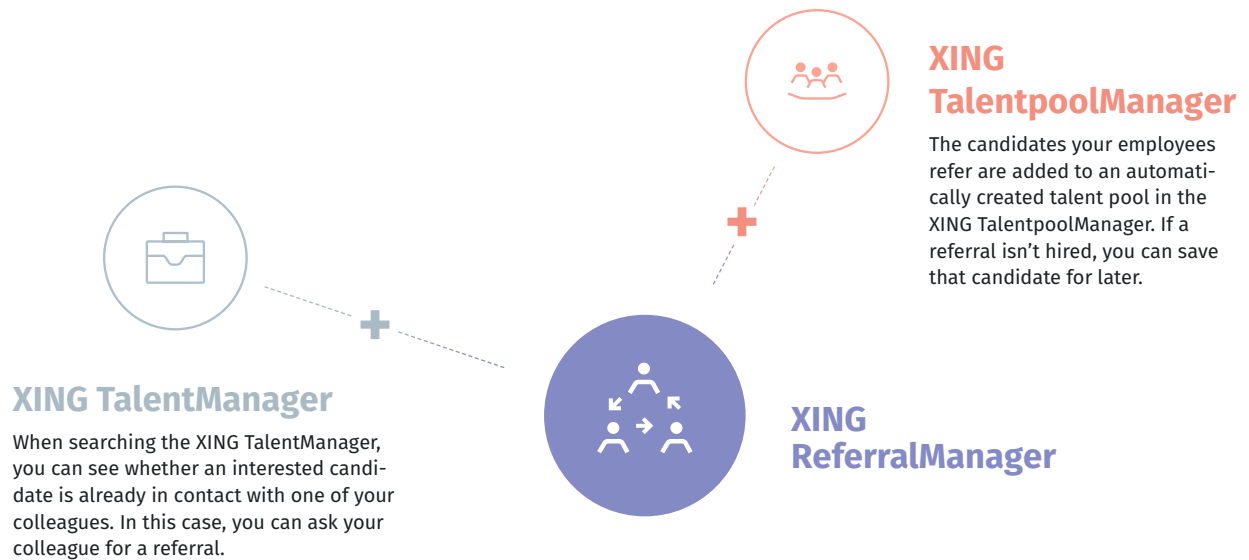
Reduce your recruitment costs by up to 46%<sup>5</sup>

<sup>1</sup>XING, internal survey – from May 2020. <sup>2</sup>Undercover Recruiter Infographic, Jobvite Index, 2017. <sup>3</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 sector of the position to be filled.

<sup>4</sup>Monster Recruiting Trends 2018, p. 23. <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.

# Combined efficiency: XING E-Recruiting 360°

The XING ReferralManager unleashes its full potential when bundled with the other XING E-Recruiting 360° products.



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