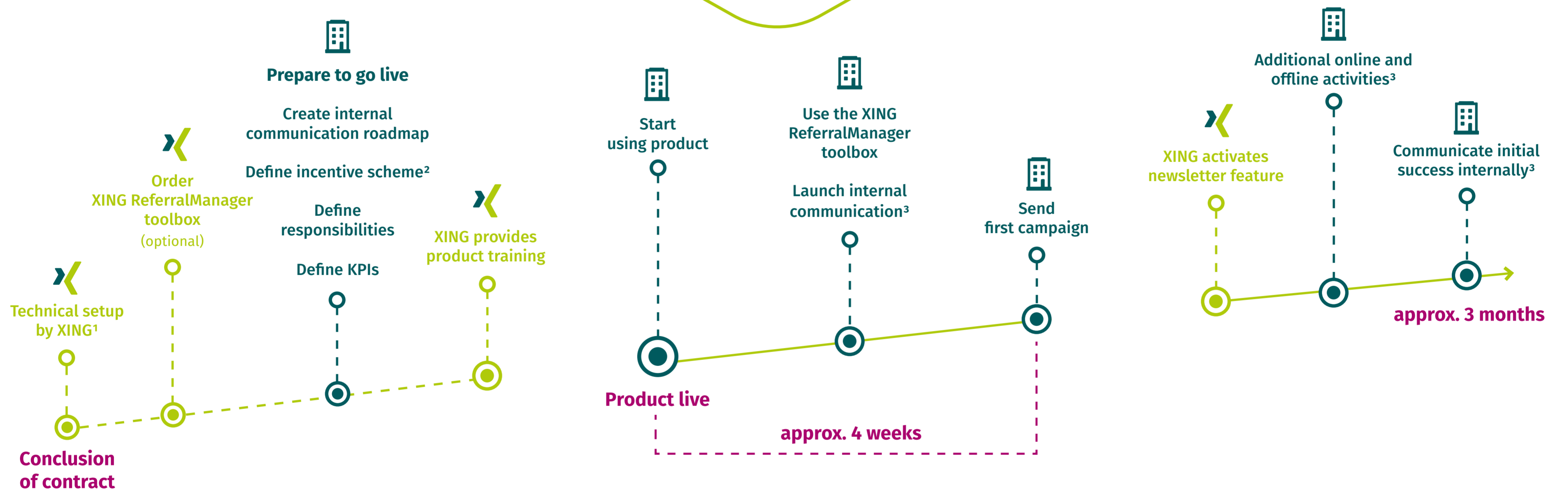


# XING ReferralManager Implementation roadmap



## Objectives

- Turn employees into ambassadors
- Boost referral scheme transparency
- Ensure satisfaction among referrers and candidates
- Boost hire rate thanks to referrals



## KPIs

- Employee activity*
- Number of employee registrations
- Number of referrals per vacancy
- Recruiter activity*
- Number of sent campaigns

## ! Key steps for succesful implementation

- Ensure transparency
- Ensure regular internal communication
- Initial briefing for recruiters
- Motivate employees and recruiters
- Define incentive scheme
- Live employer brand values
- Conduct regular reviews (e.g. every 3 months)

<sup>1</sup> Technical setup takes 4-12 weeks depending on the contract

<sup>2</sup> Incentives can be awarded for new hires and for employee activity

<sup>3</sup> Options include kick-off events, an Intranet page, a canteen stand, company meetings, team stand-up meetings, desk presenters and newsletters