



# XING ReferralManager

The best people recommend the right people.

Intuitive and efficient recommendation processes. Find the right people thanks to intelligent matching.



**Turn your staff into ambassadors as they know who's an ideal match for your company. The XING ReferralManager simplifies this process. Just one click brings you closer to suitable candidates.**

#### Get your staff involved in the recruitment process

- All of your staff who are XING members can take part automatically. All other employees can simply register with the XING ReferralManager by e-mail.

#### Access to the staff network

- Access to the right candidate via your employees' private and business contacts, especially to passive job-seekers.

#### Automated candidate suggestions

- The XING ReferralManager automatically imports all your company's job ads and uses intelligent algorithms to compare them with your employees' contacts. That way, you can see at a glance who is suitable for a current vacancy.

#### Communication & motivation

- The XING ReferralManager only sends vacancies to selected employees who can forward it to their contacts or share it on social networks. It's an easy and targeted way to inform your staff about relevant vacancies.

#### Digitalise your staff referral scheme

- The XING ReferralManager digitalises and automates processes you can combine with your existing bonus system to facilitate your referral management scheme.

#### Handy statistics to monitor performance

- Create transparency the easy way: How many of the people you approached share your job ads? What channels do they use? How many potential applicants see the job ad? How many applications came from recommendations?

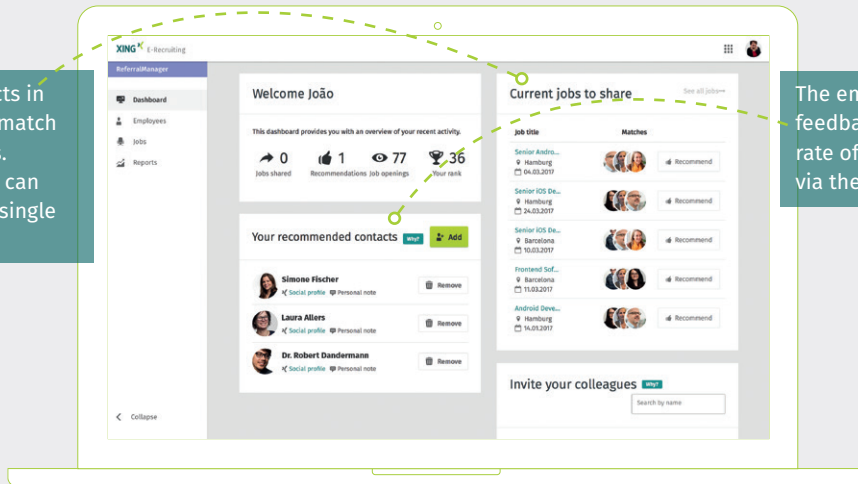
#### Convenient integration into your processes

- You can continue to use your tried-and-tested application tools: Established interfaces to applicant management systems let you track the entire process and optimise the candidate experience.

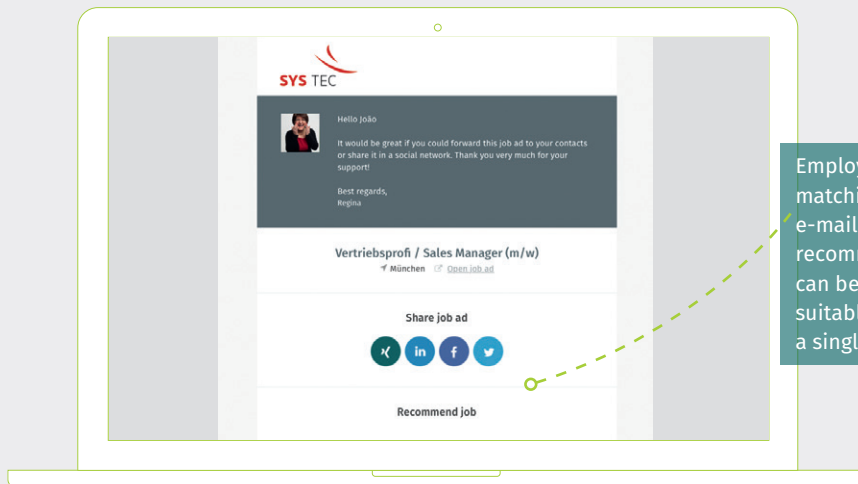


## Referral management made easy

Overview of contacts in your network that match available positions. Recommendations can be sent out with a single click.

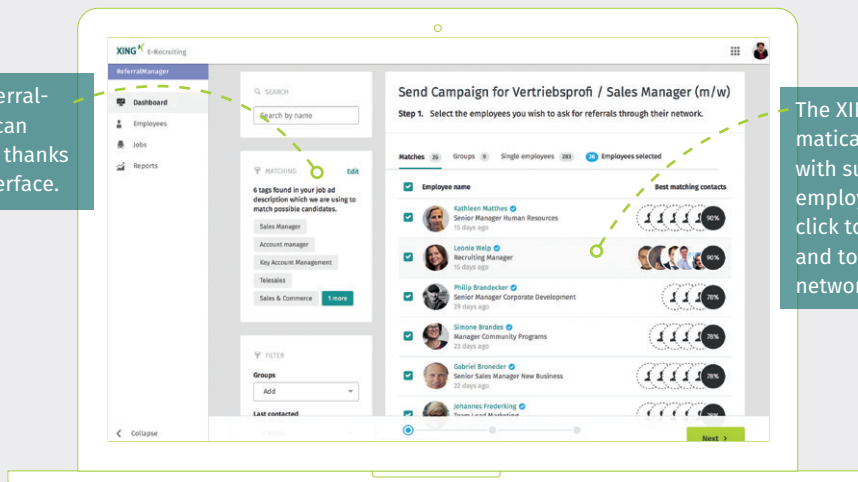


The employee receives feedback on the success rate of all recommendations via their dashboard.



Employees receive matching job ads via e-mail along with recommendations that can be forwarded to suitable contacts with a single click.

All of the XING ReferralManager features can be easily accessed thanks to the intuitive interface.



The XING ReferralManager automatically identifies employees with suitable contacts. These employees can be asked via one click to recommend positions and to share them with their networks.

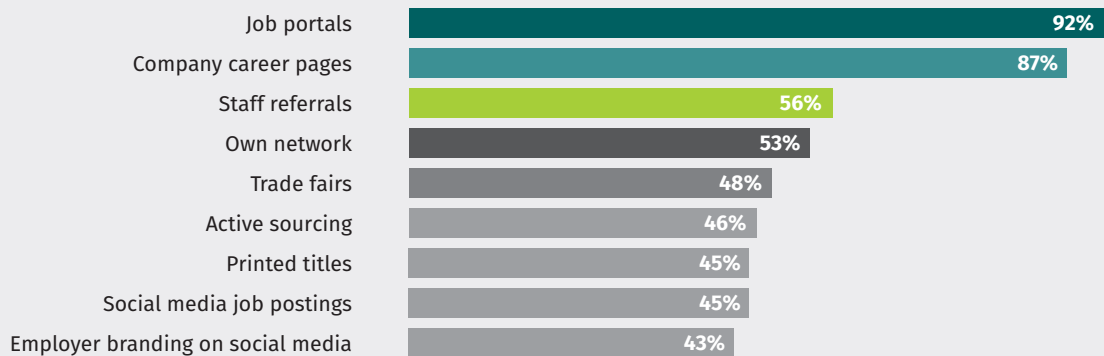


## Staff referrals – the most important recruiting trend

Who's the right person for your business? There's no-one in a better position to judge that than your own staff, so make them ambassadors for your company! Employee recommendations are credible, contemporary and efficient. In Germany, this method has already become the most effective channel for staff recruitment.

### Reasons for using staff referrals<sup>1</sup>

- Staff referrals also let you approach potential candidates you'd otherwise miss out on with a job ad.
- Staff referrals have already grown to take third place among the most frequently used recruiting channels.



# 12.4%

of companies with staff referral schemes use software to manage them<sup>2</sup>

# 48.2%

of companies already use or plan to introduce a staff referral scheme<sup>2</sup>

### The high quality of the applications via your own staff leads to a higher conversion rate (application-to-hire rate)

# Only 7%

of applications in the US come via staff referrals<sup>3</sup>

# Today, this already makes up 40%

of all new hires<sup>3</sup>

- High success rate: On average, three out of seven referrals lead to a new hire.<sup>3</sup>
- Referrals reduce the time to hire by up to 55%.<sup>3</sup>
- Referred staff require a shorter induction period as their referrer has already given them a realistic idea of the job before applying.
- Referred staff are more loyal and have a 50% lower resignation rate than staff hire via conventional methods.<sup>4</sup>

**Staff referrals are a key part of your recruiting mix as they make your hiring process more efficient and lead to a better calibre of candidate.**

<sup>1</sup> Statista/scope of survey: Germany; 13.01.2015 to 21.02.2015; 423 recruiters  
<sup>2</sup> "ACTIVE SOURCING AND SOCIAL RECRUITING", Monster and the University of Bamberg, 2016, p.18  
<sup>3</sup> Jobvite, 2014  
<sup>4</sup> Study of the Zurich university of applied sciences ZHAW, 2016

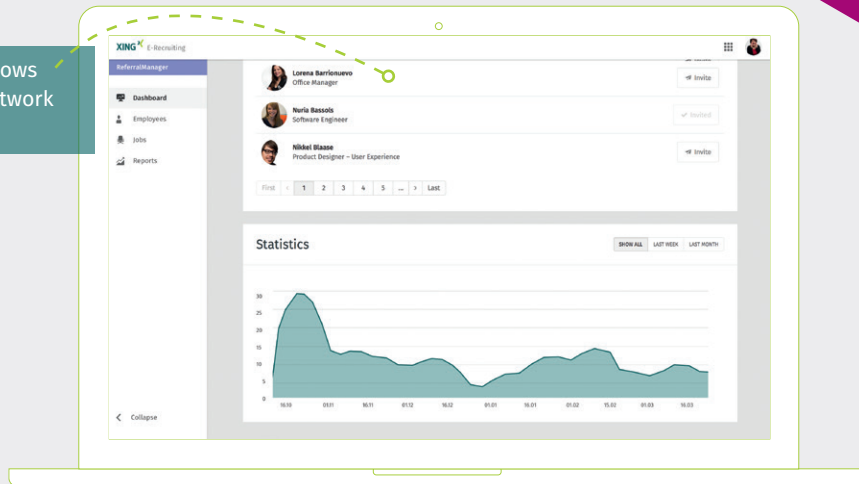


## Referral management made easy

**Tip!**

Take advantage of our free introductory webinars.

Your talent pool grows along with your network of contacts.



## Reasons for using the XING ReferralManager

- Staff referrals also let you approach potential candidates you'd otherwise miss out on with a job ad.
- High success rate: On average, three out of seven referrals lead to a new hire (43%)<sup>1</sup>.
- Referrals reduce the time to hire by up to 55%<sup>1</sup>.
- Referred staff require a shorter induction period as their referrer has already given them a realistic idea of the job before applying.
- Higher level of loyalty: After three years, on average, 47% of referred staff are still with the same company.<sup>1</sup>

We'd be happy to advise you about what's best for your staff referral scheme.

Further information can be found here: [recruiting.xing.com/referralmanager](https://recruiting.xing.com/referralmanager)

<sup>1</sup> Jobvite, 2014