CareerBuilder Officially Unveils New Pre-Hire Platform That is Redefining the Recruitment Industry

Wynn Las Vegas, Sears Hometown and Outlet Stores, Inc., Rockwater Energy Solutions, ACTS Retirement-Life Communities, Inc. and Weiser Security Services, Inc. Among Companies Using CareerBuilder1 to Drive Better Recruitment Results

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CHICAGO, June 25, 2015 /PRNewswire/ -- You think you know CareerBuilder? Think again. Fast becoming a major disruptor in the recruitment industry, CareerBuilder is evolving from top job board to a global HR software as a service company tackling the entire recruitment process from acquire to hire. The company announced today that it has officially launched CareerBuilder1, an HR software solution that delivers job distribution, sourcing, workflow, CRM, data and analytics in one pre-hire platform – something no one else in the industry is doing.

The launch takes place during a significant milestone in the company's business as CareerBuilder celebrates its 20th anniversary.

"The recruitment landscape has changed significantly over the last two decades – and so has CareerBuilder," said Matt Ferguson, CEO of CareerBuilder and co-author of *The Talent Equation*. "The move into software as a service was natural for us, because we were always delivering our software over the Internet and dealing with upwards of 25 million candidates each month. We were able to learn as Internet technology matured, closely track labor trends and build cutting-edge software systems. None of our competitors have access to the amount of data we have on candidates and jobs that we use to test and build the most effective recruitment solutions. None of them are doing what we're doing, and we feel we can make a dramatic impact on the modern recruiting world."

Focused on significantly improving recruiter efficiency, providing data-driven talent strategies and creating a candidate experience that converts into a greater number of hires, CareerBuilder1 is a holistic solution that streamlines recruitment to save time and money. Recruiters can buy the whole platform or purchase software a la carte to integrate with existing systems.

- ***View a video on how recruitment has evolved and CareerBuilder's new solution:***
  https://www.youtube.com/watch?v=FVXCnqKVFKs

The unveiling of CareerBuilder1 comes at an opportune time as companies struggle to fill in-demand roles in the face of a more complex hiring environment, growing talent gap and limited resources. Two new nationwide studies from CareerBuilder, conducted online by Harris Poll, found:

- Nearly half (48 percent) of CEOs say their companies have lost money because their recruitment process is inefficient
- 60 percent of CEOs say their companies have not been able to reach their full potential because they can't find enough qualified candidates
- 45 percent of HR managers reported that their companies don't have a talent pipeline or pool of potential candidates they can tap into anytime when a position opens

Big Problems CareerBuilder1 Solves

CareerBuilder1 is designed to solve big HR problems with sophisticated but simple-to-use software to reduce cost per hire and time to hire, produce a better quality of hire and put more hours back in the hiring manager's day:

No. 1 Candidate Experience or Lack Thereof

Problem: Nearly 1 in 5 CEOs (19 percent) rate the experience job seekers have with their organization's application process as just OK or bad. Another 65 percent said that while their candidate experience is generally good, it needs improvement.

Solution: Pipelining with a great candidate experience – CareerBuilder1 builds a pipeline of candidates with an elegant career site and "always on" recruiting engine that engages job seekers wherever they are on the Web. Candidates can quickly join the company's talent network, apply to jobs via their desktop or any mobile device and stay updated. Because CareerBuilder has access to more clients, jobs and candidates for A/B testing, its career sites and mobile apply paths convert more visitors into applicants.

No. 2 Customer Relationship Mis-management

Problem: Forty-nine percent of HR managers don't revisit or re-engage with previous candidates, leaving a pool of interested talent untapped; 20 percent of these employers don't have a system that enables them to remarket to candidates and 37 percent say no one has time to do so.

Solution: Automatic candidate remarketing - CareerBuilder1 uses proprietary technology to automatically match relevant candidates in a recruiter's pipeline to their positions and email those opportunities to candidates. Recruiters don't have to think about it and can take advantage of CareerBuilder's higher open rates for emails.

No. 3 Source Silos
Problem: More than half (53 percent) of HR managers use four or more resources to pool candidates; 1 in 10 use 10 or more sources. In most cases, these systems don't talk to each other.

Solution: One place, one search – On top of distributing jobs to more than 6,000 job boards worldwide in a few clicks, CareerBuilder1 enables recruiters to search for candidates across all internal and external sources in one place, and manage those candidates in one database. CareerBuilder embeds the same type of search technology built into its job site into the client's system, so all posting and tagging is automatic – and there is no more logging in and out of different systems.

No. 4 Workflow That Feels Like A Lot of Work
Problem: Forty-four percent of HR managers and hiring managers say the recruitment process is longer today than 10 years ago. One third (33 percent) say they can't accurately track their source of hire and, of these employers, 32 percent say they are wasting money as a result; around 1 in 6 say they are losing $10,000 or more.

Solution: Intuitive and easy workflow – CareerBuilder1 has an applicant tracking system that is global in nature, fully configurable and completely SaaS-based to handle the pre-hire workflow from posting a job to acquiring resumes to the actual hire. Rich with features and easy to use, CareerBuilder1 eliminates manual recruiting tasks, pre-screens candidates, tracks sources, tracks compliance and onboards new hires electronically.

No. 5 Actionless Analytics
Problem: There is a large amount of talent data available that can help recruiters build more effective recruitment strategies, but more than half of HR managers (56 percent) rate their proficiency in workforce analytics as fair or poor.

Solution: Real-time labor market data and performance reports that are easy to understand and provide meaningful conclusions – Looking at job postings and available workforce, CareerBuilder1 helps recruiters determine the locations with the greatest supply of desired candidates and how much they expect to be paid. The software also uses big data analytics tools to run real-time reports on ROI of sources, recruiter performance and compliance – so recruiters can pinpoint top performers and strategies.

Additional Resources

- Visit http://careerbuilder.com/careerbuilder1
- Like CareerBuilder for Employers on Facebook
- Follow us on LinkedIn and Twitter

Survey Methodology

Two different surveys were conducted online within the U.S. by Harris Poll on behalf of CareerBuilder among:

- 220 human resource managers ages 18 and over (employed full-time, not self-employed, non-government) between February 11 and March 6, 2015 (percentages for some questions are based on a subset, based on their responses to certain questions). With a pure probability sample of 220, one could say with a 95 percent probability that the overall results have a sampling error of +/- 6.61 percentage points. Sampling error for data from sub-samples is higher and varies.
- 88 executives ages 18 and over (CEO, Chairman/Board Member, Partner/Principal, Owner, or Company President with company revenue of at least $50 million) from April 14 to 21, 2015. With a pure probability sample of 88, one could say with a 95 percent probability that the overall results have a sampling error of +/- 10.45 percentage points.

About CareerBuilder®
CareerBuilder is the global leader in human capital solutions, helping companies target and attract great talent. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 24 million unique visitors and 1 million jobs. CareerBuilder works with the world's top employers, providing everything from labor market intelligence to talent management software and other recruitment solutions. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company and The McClatchy Company (NYSE:MNI), CareerBuilder and its subsidiaries

operate in the United States, Europe, South America, Canada and Asia. For more information, visit www.careerbuilder.com.

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https://press.careerbuilder.com/2015-06-25-CareerBuilder-Officially-Unveils-New-Pre-Hire-Platform-That-is-Redefining-the-Recruitment-Industry