Best Practices for Fortune 500
Career Web Site Recruiting

An Internet Intelligence Report
by Recruitsoft/iLogos Research

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About This Report

Best Practices for Fortune 500 Career Web Site Recruiting presents the recruiting industry’s standard for career Web site features. The report designates 20 Best Practices, which are distinct features on corporate Web sites that optimize the ability of the corporate Career Web site to gain a competitive advantage in recruiting.

The 20 Best Practices focus on optimal functions that:

- Attract traffic to the corporate Career Web site,
- Convince potential candidates of the company’s status as an employer of choice, and
- Capture and process the candidate’s information in a streamlined process that benefits both candidate and corporate recruiter.

The report analyzes the Current Practices of the Fortune 500 group of companies, and measures them against the ideal standard set by the 20 Best Practices. Finally, the report makes predictions for future career Web site practices and recruiting trends.

The 106-page report includes 46 graphical illustrations and key metrics including best practice screen shots, and Fortune 500 current practices charts and graphs with breakdowns by industry sectors.

Who Should Read This Report

Best Practices for Fortune 500 Career Web Site Recruiting is for any corporate reader interested in learning how to best meet the challenges of recruiting in the Internet age.

This audience may include a Vice President for Human Resources, an online recruiting strategist, a Director of Staffing Technologies, or an HR generalist wanting more information the subject.

The report is useful as well for the CEO, COO and all corporate executives concerned with the mission critical issue of employee recruiting.
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**EXECUTIVE SUMMARY**

The corporate Web site is a vital projection of the corporate image and a key communication platform; the Careers section is quickly becoming the first and most valuable point of contact between candidates and companies.

Currently, among Fortune 500 companies:
- 89% have a Careers section on their corporate Web site.
- 76% post job positions on the Careers section of their corporate Web site.
- 71% post job positions and accept applications on their corporate Web site.

Corporations can optimize the powerful recruiting opportunity inherent in the Careers section of the corporate Web site through implementation of specific features and functionality as outlined in this report.

Recruitsoft/iLogos Research has identified best practices to optimize the benefit of the Internet in corporate recruiting as an outstanding communication tool and as a process enabler through the corporate Web site.

The goals of the Best Practices are to attract; convince; capture and process jobseekers via the corporate Career Web site. Through such implementation, a corporation may achieve a competitive edge in recruiting the most qualified candidates quickly, and gain financial benefits from both direct cost reductions and opportunity cost savings due to a higher quality hiring process.

Implementation of Recruitsoft/iLogos Research Best Practices among Fortune 500 companies varies widely.
- 73% link their Careers section directly from their Web site homepage.
- 56% adhere to the One Click to Apply best practice.
- 55% publish information on employee benefits; 44% publish information on corporate culture.
- 42% have a separate College recruiting section on their corporate Web site.
- 42% give jobseekers the ability to search a database of open job positions.

Most Fortune 500 companies have not yet embraced many of the Best Practices.
- 19% have some form of candidate profiling.
- 14% accommodate online jobseekers with a choice of a Cut-and-Paste resume form or a Resume Builder.
- 9% take advantage of their Web site visitors’ personal referral networks by offering an “Email to a friend” feature to send along information on a job posting.
- 6% provide candidates with a Job Agent for automated notification of future matching positions.
- 3% highlight urgent hiring needs among their job position listings.
• 1% encourages submissions from privacy-concerned jobseekers by accepting anonymous applications.

Recruitsoft / iLogos Research forecasts rapid adoption of corporate Web site recruiting among the Fortune 500.

• 100% of Fortune 500 companies will have Careers sections, post jobs and accept applications on their corporate Web site by 2002.

Upcoming Career Web site recruiting practices and recruiting trends include:

• Multi-language capabilities to accommodate the increasingly diverse and global workforce
• Online interview scheduling
• Ex-employee alumni programs posted on the corporate Web site
• Feedback to jobseekers on the status of their application and candidacy throughout the recruiting process
• New interactive multimedia assessment methods including game/role-playing formats
• Real-time recruiting functionality extended into wireless devices by Application Service Providers (ASPs)
• “CRM (Customer Relationship Management) style” one-to-one recruiting through personalized messaging and communications
• New metrics, analytics and benchmarking tools for management to measure success and align corporate recruiting results with corporate business strategy.
HOW TO ORDER *BEST PRACTICES FOR FORTUNE 500 CAREER WEB SITE RECRUITING*

Copies of *Best Practices for Fortune 500 Career Web Site Recruiting* may be ordered online at http://www.recruitsoft.com/iLogosBestPractices/.

Or by calling Corinne Belanger at 877-524-5665 x266


ADDITIONAL INFORMATION

Additional information on previously published iLogos Research Internet Intelligence Reports is available at http://www.recruitsoft.com/iLogosReports/.

Report authors are available for comment, conference speaking, and on-site presentations.

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Yves Lermusiaux is Vice President, Strategy and Content of Recruitsoft, and President of Recruitsoft/iLogos Research. Mr. Lermusiaux is the author of numerous reports analyzing the Internet and its impact on the recruiting process, including Lessons from the Global 500, 1999; and Achieving Results with Internet Recruiting, 1998. His articles and commentary are published regularly in electronic and print venues including Electronic Recruiting Exchange, IHRIM, and CareerXroads publications.

Before joining Recruitsoft, Mr. Lermusiaux founded and was subsequently president and chief of research of iLogos Corporation, the preeminent provider of Internet recruiting intelligence in North America. On the cutting edge of consulting, training and research, iLogos served major corporations throughout the world and today continues to be recognized widely as the foremost provider of Internet recruiting information. iLogos Corporation was acquired by Recruitsoft in September 1999, becoming Recruitsoft/iLogos Research.

Mr. Lermusiaux is a widely sought-after public speaker and industry analyst on the topic of online recruiting, and has been quoted in leading business press worldwide, including Fortune, The Wall Street Journal, Financial Times, Business Week, The Industry Standard, and Time Magazine.

Prior to founding iLogos, Mr. Lermusiaux worked in London (UK) as an analyst and consultant for Romtec and MBI serving Fortune 500 companies including IBM, Oracle and Compaq.

Mr. Lermusiaux earned a degree in Physics, Philosophy and a diploma in Economics from the University of Brussels and from the University of London.

Alice Snell

Alice Snell is Director of Content Services for Recruitsoft, and Vice President of Recruitsoft/iLogos Research. She is a leading industry analyst and co-author of the iLogos Research Internet Intelligence Report, Global 500 Web Site Recruiting, 2000 Survey; and has authored numerous articles on recruiting technology and human capital management issues.

Prior to joining Recruitsoft, Ms. Snell was a senior analyst at Kennedy Information, a leading information source on recruiting and human resources, where she published a number of reports on the industry, including the much-touted Recruiting Dot Com: The Impact of the Internet on Executive Search. Additionally, she spearheaded the company’s Web site design and helped launch the strategic partnership between Kennedy Information and The Wall Street Journal’s interactive careers Web site, careers.wsj.com.


Ms. Snell has been frequently called upon to provide expert commentary and analysis regarding online recruiting issues. She has been quoted in leading media including The Boston Globe, Chief Executive, The New York Times, PC Week, IT Recruiter, and CNBC.com. Ms. Snell has contributed commentary to Electronic Recruiting Exchange, Vault.com and Recruiters Network.

Ms. Snell holds a Master of Science degree from Boston University and a Bachelor of Arts cum laude from Brandeis University.
ABOUT RECRUITSOFT/ILogos Research

Recruitsoft / iLogos Research studies and monitors trends in the Internet recruiting industry. iLogos periodically publishes reports and indexes and is dedicated to understanding the needs of large corporations looking for ways to win in today's competitive human capital world.

The research-driven consulting practice produces data on industry trends, best practice methodologies and benchmarking to provide fundamental metrics and online recruiting intelligence. Specializing in the impact of new technologies on human capital acquisition among large corporations, iLogos Research monitors, analyzes and forecasts innovative technologies, Internet strategies and break-through practices that allow corporations to optimize and adapt their practices.

Founded in 1997 as iLogos Internet Intelligence, iLogos was acquired by Recruitsoft in September 1999 and today remains a leading industry source of intelligence. iLogos Research is recognized as the most rigorous source of data for human capital Internet-related issues.

Among iLogos published reports and studies are Global 500 Web Site Recruiting, 2000 Survey; Lessons from the Global 500, 1999; and Achieving Results with Internet Recruiting, 1998.

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ABOUT RECRUITSOFT

Recruitsoft (www.recruitsoft.com) delivers the most complete online recruiting solutions for leading companies across many industries, including United Airlines (NYSE: UAL), MetLife, Bombardier Aerospace and Transportation (TSE: BBD.B), Cabletron Systems (NYSE: CS), and Sutter Health. The company’s Recruiter WebTop™ application service provides a complete business application over the Internet to power the career Web pages of large corporations, leading to faster time-to-hire, lower cost-per-hire, and ultimately, increased quality of hires. Recruitsoft introduced the pay-per-hire fee structure to the Web-based recruiting industry and is considered to be the best-practice ASP for recruitment management solutions, based on its proprietary ACE Recruiting™ methodology. Recruitsoft is the first HMS to integrate all areas of candidate sourcing. These services are available via one-click and include: job postings on the corporate Web site, the company Intranet, job boards, advertising in all print media, contract-assisted candidate sourcing and access to staffing services and job exchanges.

Recruitsoft strategic capability partners include Bernard Hodes Group, AIRS, and Kennedy Information, among others.

Recruitsoft is funded in part by Telesystem Software Ventures LP (Telsoft), a venture-capital arm of Telesystem Ltd., a Red Herring Top 100 company; and by Omnicom (NYSE:OMC), the world’s leading provider of marketing communications and advertising services, through its Internet investment arm, Communicade.

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