ACQUISITION

POTENTIAL CANDIDATES / WHAT DO THEY WANT?
PLATFORMS WHERE TO REACH CANDIDATES?
HOW DO YOU ATTRACT ATTENTION AND INTEREST?
WHICH CONTENTS ARE SUITABLE?
KEY FIGURES THAT MEASURE ACQUISITION SUCCESS?
TOOLS FOR MEASURING KEY PERFORMANCE INDICATORS?

EXAMPLES:
INTERESTING TASKS, CORPORATE CULTURE, LEADERSHIP CULTURE,
DIGITAL MATURITY, VALUES, SALARY, FURTHER EDUCATION.
CREATE DECISION TREES
TELL PERSONAL AND PROFESSIONAL STORIES OF THE COMPANY.

ACTIVATION

YOUR CANDIDATE CONTACT POINTS?
YOUR ONLINE AND OFFLINE PRESENCES?
MOTIVATION TO APPLY FOR CANDIDATES?
ADDITIONAL MOTIVATION FOR CANDIDATES TO STAY IN THE RECRUITING PROCESS?
INDICATORS TO MEASURE THE SUCCESS OF ACTIVATION?
TOOLS FOR MEASURING KEY PERFORMANCE INDICATORS?

EXAMPLES:
HOW MANY SUITABLE APPLICATIONS DO YOU RECEIVE?
THE TOTAL NUMBER OF APPLICATIONS IS NOT RELEVANT.
TEST DIFFERENT JOB ADVERTISEMENTS THROUGH A/B TESTS.

CLOSING

THE CONVICTION OF THE CANDIDATES TO SIGN THE EMPLOYMENT CONTRACT?
WISHES ABOUT INFORMATION OR INCENTIVES OF THE CANDIDATE?
INDICATORS THAT MEASURE RECRUITING SUCCESS?
TOOLS FOR MEASURING KEY PERFORMANCE INDICATORS?

EXAMPLES:
INFORMATION ABOUT CORPORATE CULTURE,
LEADERSHIP CULTURE, CAREER PROSPECTS
COST PER HIRE, QUALITY PER HIRE , TIME TO HIRE

EXAMPLES:
RECORD THE RATE OF SUITABLE RECOMMENDATIONS.
MEASURE THE RECRUITMENT RATE OF RECOMMENDATIONS.

REFERRAL

REASONS WHY THE EMPLOYEE SHOULD CONTINUE TO BE EMPLOYED?
KEY FIGURES FOR MEASURING EMPLOYEE LOYALTY?
TOOLS TO MEASURE KEY FIGURES?

RETENTION

REASONS FOR AN EMPLOYEE TO RECOMMEND YOU AS AN EMPLOYER?
INDICATORS THAT MEASURE THE SUCCESS OF THE RECOMMENDATION?
TOOLS TO MEASURE KEY FIGURES?

EXAMPLES:
COMPARE EXPECTATIONS IN THE RECRUITING PROCESS WITH THE EMPLOYEE'S CURRENT SITUATION. USE A STANDARDIZED QUESTIONNAIRE FOR THIS.
MEASURE YOUR RETENTION RATE
FIND OUT THE SUCCESS FACTORS FOR DIFFERENT JOB PROFILES, LIFE PHASES OF THE EMPLOYEES.