# NEOGOV

## ATTRACT

RECRUIT

Our candidate relationship manager (CRM) captures candidate leads, manages relationships, automates communications, and measures recruiting data.

# BENEFITS

## TOOLS TO GROW
### *– your community awareness and –*
## YOUR CANDIDATE POOL

Attract provides public sector organizations with solutions to manage and strengthen relationships with candidates in order to develop a successful pipeline of talent in today's competitive job market.

Created with your public sector organization in mind, Attract helps you capture candidate leads, manage relationships, automate communications, and measure recruiting data.

Attract integrates fully with Insight, closing gaps in your recruitment funnel with the ability to share information between products. Combine candidate data and job details with branded communications and lead profiles to keep your recruiting process running smoothly.

Attract also provides custom reporting and analytics, giving you detailed insights on the conversion rates of your outreach efforts, applicant leads, and channel effectiveness. Leverage custom reports to optimize recruiting initiatives and improve your organization's ROI.

## CREATED FOR YOU
### *and your employees*

✓ Public Sector Focus

✓ Integrates With Insight

✓ Customizable Web Page Templates

✓ Improves Candidate Sourcing

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# HIGHLIGHTED FEATURES

## BUILD YOUR PUBLIC BRAND

Attract provides easy-to-use tools and access to new channels for capturing candidate leads. By giving you a strong brand presence in the applicant market, Attract positions your organization as an employer of choice among top talent.

- Build custom landing pages
- Create forms and calls to action on your website
- Automate the collection of candidate information
- Expand your candidate sourcing options

## BETTER CANDIDATE ENGAGEMENT

With Attract, skip the hassle of paper processes and manage all your leads in a single, cloud-based location instead — so you can focus on cultivating positive relationships with candidates.

- Convert candidates into new hires with timely communication tools
- Create personalized messages for candidates
- Tag and organize candidates for quick searchability
- Send email updates to candidates, individually or in bulk
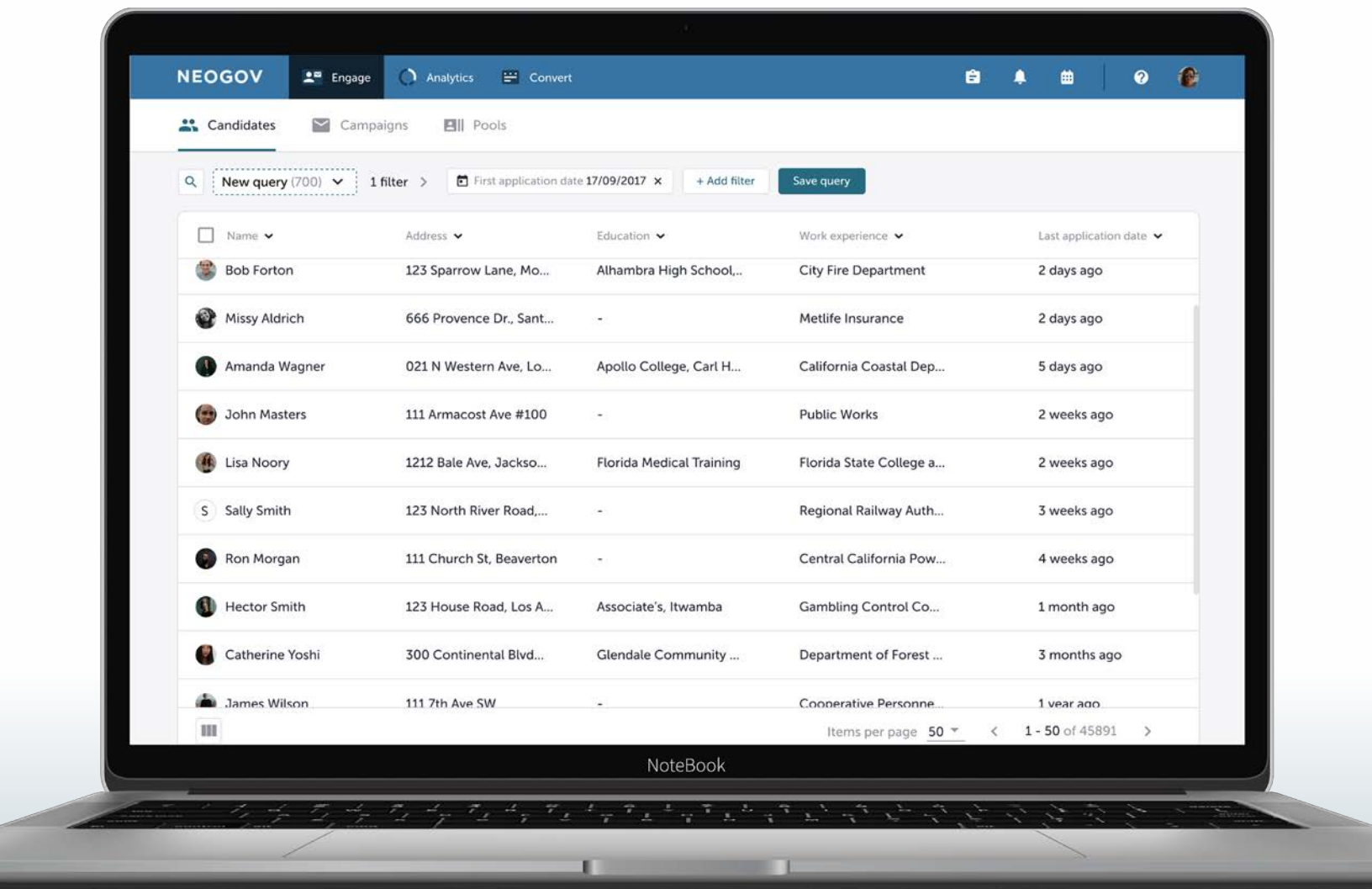
## TRACK YOUR RECRUITMENT SUCCESS

Attract provides analytics and reporting on your candidates from start to finish. Measure the impact and ROI of your recruitment process to improve efficiency and effectiveness.

- Report on recruiting metrics from emails and landing pages
- Measure ROI by tracking applicant leads
- Track job seekers across the candidate lifecycle
- Use data to inform decisions and recruiting efforts

"With the launch of Attract, organizations now have recruitment marketing tools at their disposal to build their employer brand and engage candidates in an authentic way."

**SHANE EVANGELIST**
**CEO of NEOGOV**

NEOGOV  Engage  Analytics  Convert

Candidates  Campaigns  Pools

New query (700)  1 filter  First application date 17/09/2017  + Add filter  Save query

| Name | Address | Education | Work experience | Last application date |
|---|---|---|---|---|
| Bob Forton | 123 Sparrow Lane, Mo... | Alhambra High School,... | City Fire Department | 2 days ago |
| Missy Aldrich | 666 Provence Dr., Sant... | - | Metlife Insurance | 2 days ago |
| Amanda Wagner | 021 N Western Ave, Lo... | Apollo College, Carl H... | California Coastal Dep... | 5 days ago |
| John Masters | 111 Armacost Ave #100 | - | Public Works | 2 weeks ago |
| Lisa Noory | 1212 Bale Ave, Jackso... | Florida Medical Training | Florida State College a... | 2 weeks ago |
| Sally Smith | 123 North River Road,... | - | Regional Railway Auth... | 3 weeks ago |
| Ron Morgan | 111 Church St, Beaverton | - | Central California Pow... | 4 weeks ago |
| Hector Smith | 123 House Road, Los A... | Associate's, Itwamba | Gambling Control Co... | 1 month ago |
| Catherine Yoshi | 300 Continental Blvd... | Glendale Community ... | Department of Forest ... | 3 months ago |
| James Wilson | 111 7th Ave SW | - | Cooperative Personne... | 1 year ago |

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NoteBook

# AUTOMATE OUTREACH TO TOP TALENT

Use the Attract virtual recruiter to source candidates from past hiring cycles, events, and other lead channels and recruit more quality candidates to your organization.

- Use the GovernmentJobs.com candidate database to find prospects
- Set parameters for automatic email outreach to different candidates
- Inform past candidates about job openings so they can quickly apply
- Automate email sends to past applicants when you post a new position

# IMPLEMENTATION

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## DISCOVERY

*1 Week*

**KICK OFF**

Discovery sets the stage for the implementation by defining customer goals, creating the timeline, and establishing expectations. Project resources are also assigned, including a Project Manager and a Recruitment Success Manager. Customers also receive an Introductory training for Attract.

## PHASE 1 CONFIGURATION

*2 Weeks*

**GROUP TRAINING CALLS**

Customers engage in live group training calls with the Attract trainer. There will be 2 weekly sessions to cover a variety of topics.

**OFFICE HOURS**

Customers have access to office hours with the Attract trainer in which they can sign up to join and ask specific questions related to Attract.

## PHASE 2 PRODUCTION

*1 Week*

**GO-LIVE & TRANSITION TO SUPPORT**

The Recruitment Success Manager hosts a go-live call to officially mark the customer as live and help through the transition to Support phase as the customer begins utilizing the Attract product.

## POST-IMPLEMENTATION

*Ongoing*

The Recruitment Success Manager conducts regular check-in calls post go-live and reviews the progress with recruitment through Attract and its Analytics/reporting features, providing feedback and support to enhance customer experience and deliver success.