




ORACLE

## Top Five Reasons Customers Choose Oracle Recruiting and Recruiting Booster

Five best practices for a global organization



With today's increasing speed of business, getting the right skills on board is more important, yet more challenging, than ever. Evolving customer expectations, new business requirements, and ongoing change require the right people to drive success.

Additionally, the workforce is evolving; millennials and Generation Z are now the majority and with them come new career expectations and technological preferences compared to previous generations.

In response, HR leaders have needed to rapidly adapt—brainstorming new ways to appeal to candidates, identify talent, and drive hiring efficiency.

With Oracle Recruiting, part of Oracle Cloud HCM, we've taken these trends into consideration to reimagine hiring and propel it into the modern era.

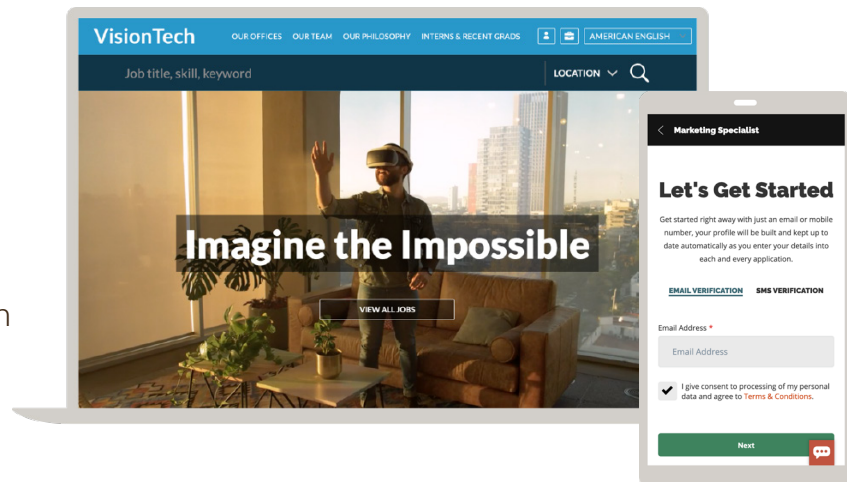
As more and more organizations continue to make our recruiting solution their preferred platform of choice, here are the top five reasons why we see customers selecting Oracle Recruiting:

# 1 Candidate centric

## Deliver a memorable experience

**Personalized experiences**— Through embedded sourcing tools, proactive candidate outreach, and tailored career sites, candidates receive relevant experiences that resonate, translating into better engagement and larger applicant pools with the skills you need. This personalization also extends into onboarding with Oracle Journeys, ensuring new hires have the right training and guidance to deliver an immediate impact.

**Easy application process**— A cumbersome application process discourages candidates. We've reimagined the candidate experience to remove obstacles that traditionally cause drop-off and frustration, like the extra step of account creation. By allowing candidates to enter their email address or phone number to get started, the entire process becomes streamlined.



**Internal mobility support**— Oracle Recruiting customers have access to Oracle Opportunity Marketplace, an easy-to-use tool that drives internal mobility and boosts engagement. With Opportunity Marketplace, employees receive one, tailored resource for exploring new jobs and temporary gigs that align with their skills and career interests. This helps organizations find talent faster for open roles and encourages employees to stay and grow with their current company.

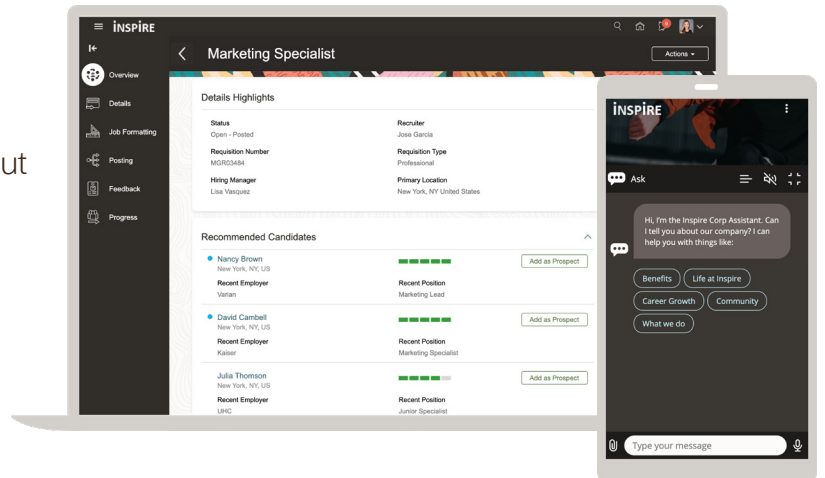


# 2

## AI-powered Identify and engage the right talent fast

**Candidate recommendations**— Recruiting teams can more efficiently identify top talent by leveraging AI-driven recommendations that determine who high-quality candidates are without introducing bias. . With embedded machine learning, these recommendation results continually improve as the platform learns from your business processes, expediting candidate selection and helping recruiters ensure great job-fits. Additionally, candidates can also receive role recommendations while browsing for jobs, encouraging them to explore other opportunities that meet their qualifications and interests.

**Time-to-fill predictions**— Predictive analytics are quickly becoming essential tools for companies looking to outpace their competition. Oracle Recruiting’s AI-based platform uses predictive modeling to provide recruiting teams with an accurate estimation of exactly how long it takes to hire for a specific position and identifies



**“Hire the right people, and if they’re happy, you’ve got a better chance of keeping your customers happy. If you keep your customers happy, you’ve got more opportunity to drive revenue per employee.”**

— Derrek Gafford, CFO, TrueBlue

where bottle necks lie. This allows companies to quickly recognize problematic areas so they can rectify processes to see improvement.

**Digital assistant**— Top candidates have questions but it’s nearly impossible for organizations to always respond in a timely manner. Our self-learning Oracle Digital Assistant, with AI at its core, delivers immediate responses to candidates to get them the information they need to confidently apply while lessening that responsibility for HR and recruiters.



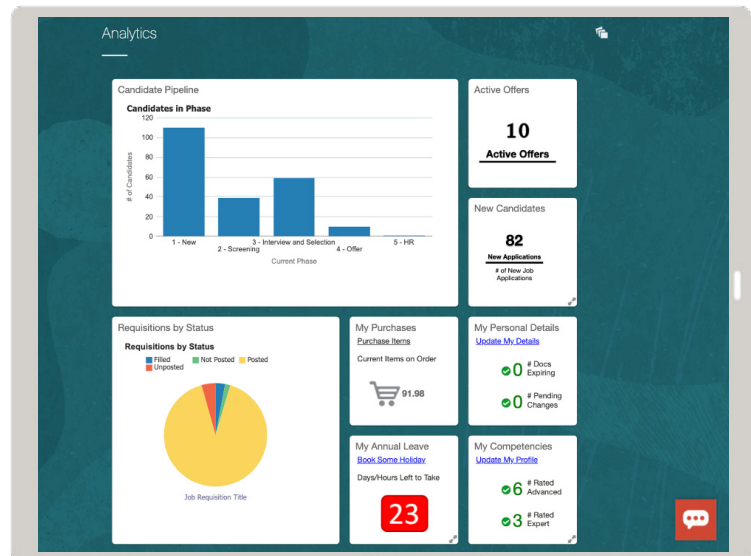
# 3

## Data driven

### Improve internal mobility and maximize visibility

**Internal talent awareness**— Sometimes the best candidate comes from within. Since Oracle Recruiting is a native module of Oracle Cloud HCM, employees are automatically considered potential candidates and included in talent pools based on their skills and aspirations. This inclusion not only helps organizations uncover new talent but promotes internal mobility and career development—key for maximizing retention and employee engagement.

**Greater external visibility**— Oracle has a multitude of capabilities that deliver a seamless experience with LinkedIn, such as importing prospective candidates, viewing up-to-date LinkedIn profile data, and providing users with a consolidated view of interactions all within one, single application. Recently, new LinkedIn



capabilities have been released to deliver embedded search capabilities, recommended job matches, and more.

**Actionable insight**— Using one platform for HR and recruiting data allows organizations to derive new insights, for example, by leveraging compensation information to make competitive offers, identifying which sourcing channels were the origin of top performers, and delivering relevant learning opportunities during onboarding.

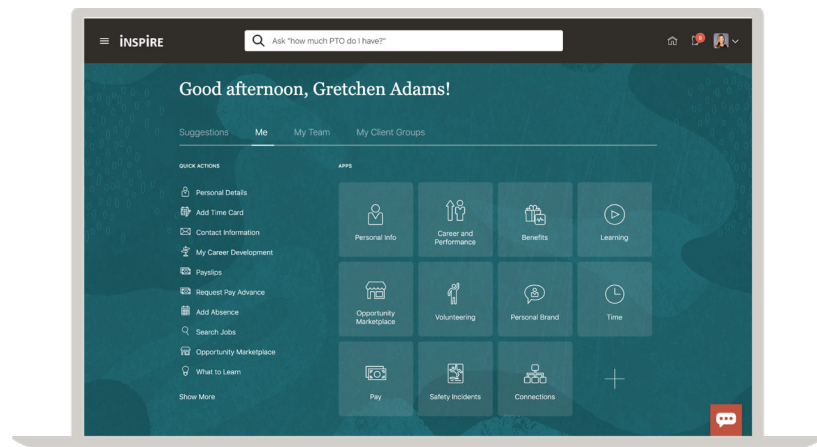


# 4

## Unified and complete Drive productivity and minimize complexity

**Native candidate relationship management (CRM)**— While typically an add-on for other hiring solutions, CRM is naturally included with Oracle Recruiting. This gives organizations the ability to run campaigns and leverage a variety of other engagement and automation tools to efficiently target active and passive candidates, alleviating the manual effort normally required while streamlining productivity.

**One mobile experience**— Candidates and recruiters don't need to feel tethered to computers and dedicated applications. Oracle Recruiting delivers one consistent, mobile-responsive experience that provides users with complete end-to-end functionality, regardless of the device they use. Candidates can easily search and apply for roles using their phone while recruiters can get things done on-the-go using a tailored, intuitive



**“We designed Oracle Recruiting to deliver an exceptional candidate experience, enable recruitment marketing, drive internal mobility, and leverage the latest technologies, all natively within Oracle Cloud HCM.”**

— Nagaraj Nadendla, SVP, Product Development, Oracle

platform that looks and feels the same across every hiring process.

**No integration**— Cumbersome integration needs and routine maintenance tasks have been eliminated with Oracle Recruiting's native connection to the Oracle Cloud HCM suite. This reduces integration dependencies, removes common delays for candidates, and delivers time and financial savings for your business.

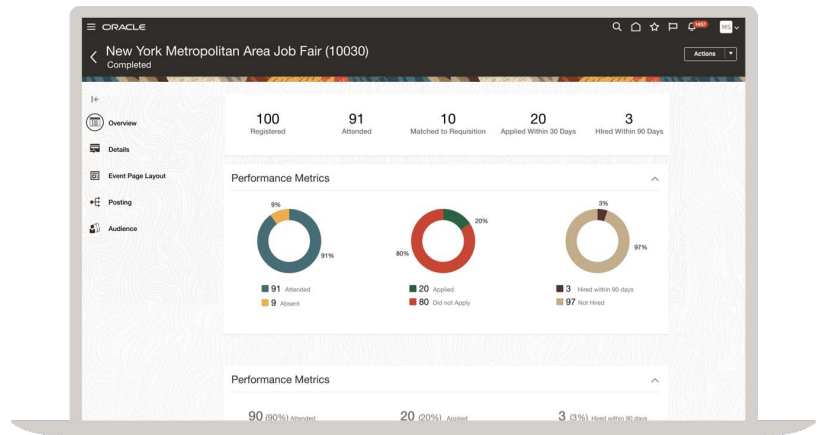


# 5

## Innovative Leverage Recruiting Booster to accelerate hiring

**Hiring event support**— Recruiting Booster empowers organizations to manage and amplify hiring events that expand their job awareness and attract more candidates. Recruiters can create landing pages and posts for events that appear alongside open roles in the job portal, helping candidates discover these opportunities while searching for their next position. Event RSVPs can be tracked using custom registration pages and attendees can be sent prescreening questionnaires to help organizations determine who's worth targeting as a candidate.

**Better candidate engagement**—To help meet the desires of candidates today, Recruiting Booster provides organizations with two-way messaging via SMS text and email, allowing them to reach candidates through their most-



used communication channels through Oracle Recruiting—no personal device required. On top of this, Recruiting Booster enhances the Oracle Digital Assistant experience to allow candidates to receive intelligent job recommendations, apply for roles, schedule interviews, and answer surveys, helping to support talent throughout their hiring journey.

**Faster interview scheduling**— With Recruiting Booster, interview management becomes streamlined by allowing teams to not just see individual interviews, but every interview related to a candidate group, requisition, or event, plus their personal schedule, and candidate feedback in one, centralized place. Additionally, to expedite scheduling, Recruiting Booster automatically identifies ideal times for interviews that work with the hiring team's availability and shares these with candidates for their confirmation.

To learn more, visit [oracle.com/recruiting](https://oracle.com/recruiting)




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