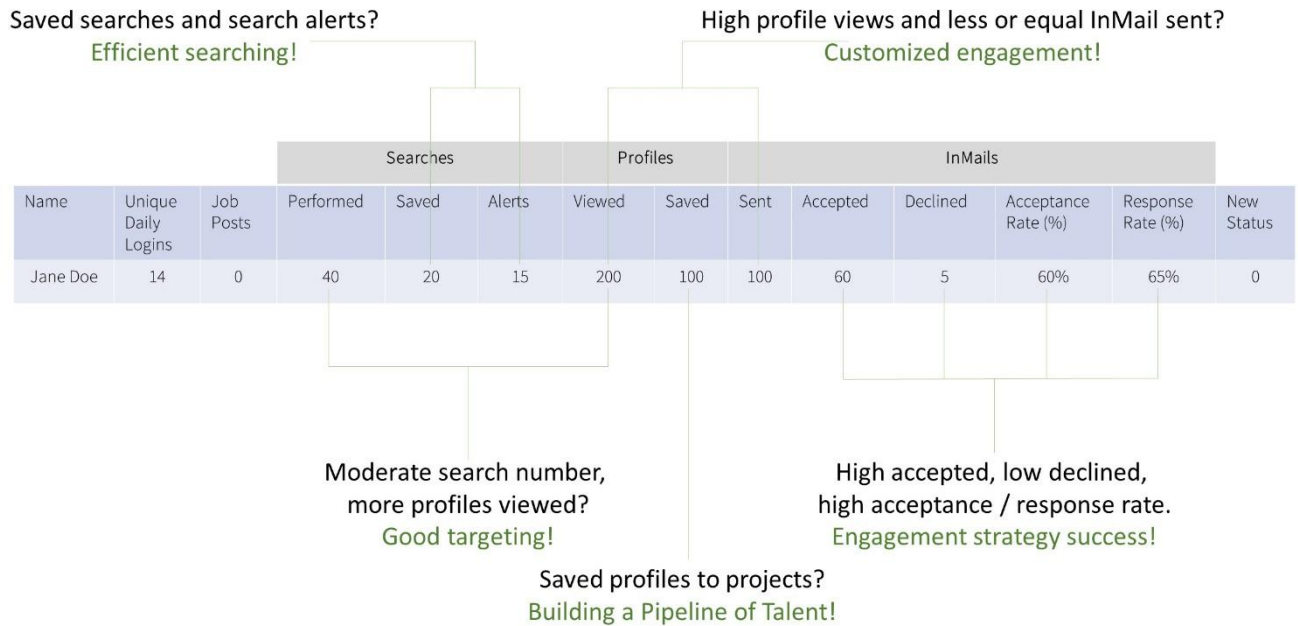


Coaching with Recruiter Metrics

The Good

Here is an example of a Recruiter who understands and follows best practices with Recruiter. This Recruiter is:

- ✓ **Searching efficiently** by using Saved Searches and Search Alerts.
- ✓ **Mastering search techniques** that surface relevant results.
- ✓ Building a pipeline of talent by **saving profiles to Projects**.
- ✓ **Viewing profiles** before writing and sending InMail messages, thus **personalizing the engagement** which encourages potential candidates to respond.



The Bad

Here is an example of a Recruiter who needs coaching to apply best practices with Recruiter. This Recruiter is:

- ✓ Not **saving searches or setting search alerts**, which means they are not harnessing the power of Recruiter to save time and effort with their searches. This Recruiter should use search alerts to drive efficiency.
- ✓ Struggling with their search techniques. The **high number of searches to low number of profiles viewed** indicates this Recruiter needs help understanding how search effectively. Search courses on the Learning Center can provide this Recruiter with the skills they need to improve their techniques.
- ✓ Starting from scratch with each requisition. They should be coached to create a pipeline of talent by **saving profiles to Projects**. This will allow them to build relationships with potential candidates, so they have a pool of warm leads when new recruiting opportunities arise.
- ✓ Possibly spamming potential candidates. A low number of profiles viewed versus InMail messages sent indicates this Recruiter might be giving potential candidates a poor impression of your organization. This Recruiter should be coached to **view profiles** before writing and sending InMail messages, thus **personalizing the engagement** encourages potential candidates to respond.

