

OpenText ECM Suite for SAP Solutions

# Enterprise Content Management Solutions for Best-in-Class Talent Acquisition

Few would argue how essential the attraction and acquisition of the right talent has become for organizations. Yet, even in an employer-driven market, research shows many organizations are finding it difficult to fill positions due to a lack of qualified talent.

At the same time, candidates are turning to social and digital venues to find jobs and to uncover what it's like to work for potential employers. Today, content supporting the new breadth and scope of talent acquisition initiatives includes web pages, recruitment videos, texts, chats, multiple digital job listings, email marketing, and more.

As companies vie for hard-to-find, skilled workers, they face a hard reality about the importance of brand reputation and the expectations of job-seekers when it comes to the recruitment process. The ways in which an organization communicates their employer brand and handles the recruiting and onboarding process are burdened with high volumes of content and information.

Utilizing ECM best practices integrated with your SAP landscape, across the talent sourcing and acquisition process is the next evolution for companies seeking greater efficiency, service-delivery improvements, and innovative technology platforms to drive human capital excellence.

In fact, organizations utilizing best-in-class practices spend nearly one-fourth the costs to recruit, source, and select employees, and boast a 55 percent faster days-to-hire.

## Productivity-enhancing solutions for every phase of talent acquisition

The sourcing, hiring, and onboarding process is steeped in outdated, cumbersome procedures that place tremendous administrative burden on HR staff and hinder the ability to deliver excellent customer service.

Beginning with the job requisition process, throughout the interviewing and screening of candidates to the final hiring and onboarding of employees, many organizations remain stifled by inconsistent and inefficient processes. ECM solutions can remove inefficiencies and elevate the talent acquisition lifecycle to a highly-productive and effective level.

## BUSINESS CHALLENGES

- Maintain consistent employer branding
- Lengthy recruiting process and stiff competition for talent
- Reduce high recruitment cost
- Enhance delivery of customized and automated communications to potential candidates
- Foster collaborative and transparent processes between recruitment firms
- Ensure records management compliance

## BUSINESS BENEFITS

- **Consistent brand management** in career sites, social networks, and applicant portals
- **Standardized communication templates and approval tracking** ensures the communication process quicker and collaborative
- **Faster time-to-hire** due to workflow and collaboration with multiple stakeholders
- **Reduced risk** by centralized storage of legislated documents
- **Increased percentage of offers accepted** due to an exceptional candidate experience

## Workforce planning

Even before the hiring of candidates begins, much work has been done to determine needed job openings, requirements of the position, and the necessary hard-and-soft skills a candidate must possess. The mismanagement of job requisitions can delay the hiring of much-needed talent. Often, HR staff are burdened with unclear requisition request processes, approvals, and even outdated or multiple versions of a job requisition. All of these factors contribute to slower time-to-hire. A holistic content management strategy can address these challenges by automating document creation and management, utilizing central and standard templates, and improving the request and approval process.

## Recruiting and screening talent

How a company is perceived among talent pools greatly impacts talent attraction and the ability to stand out as an employer of choice. Content generation for the recruitment and onboarding of talent has moved beyond the traditional ad posting or paper offer letter. It includes a wide range of digital content required for sourcing talent in an online world.

However, for most HR organizations, this content sits outside of an Enterprise Resource Planning (ERP) process, which adds to administrative burdens, furthers risk of non-compliance, and ultimately brings about higher recruiting costs. When ECM solutions are in place, know-how and methodologies from past campaigns are systematically reused, and a transparent process is established among all stakeholders.

Ensuring a company's brand is consistently represented and recruiters can easily locate content used in recruiting campaigns from a library of preapproved templates is essential to ensuring a consistent corporate message. The process of sourcing and screening talent is even further optimized when web-based portals are used to allow managers and employees to self-serve, with centralized and personalized access to their part of the enterprise.

Content management solutions can aid in improving collaboration among all relevant constituents to the process. Staff members can view documents and update information with the support of automated workflows, generate audit trails and share content, and communicate with colleagues. The result is clearer visibility into the sourcing and screening process and, ultimately, a better end-user experience for potential employees. Ultimately, candidates are moved through the interviewing and verification phase faster and more effectively, making time-to-hire more efficient.

## Hiring and onboarding

When it comes time to make an offer to a candidate, the organization has already invested time and money in the course of their recruitment and screening. At this crucial stage, mishandling the offer or delays in securing the candidate can be particularly detrimental to the organization.

In addition, the onboarding process can speak volumes to your new employee about the level of service and experience they can expect from the organization. Quickly equipping new workers with the information they need to get started

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and ensuring a positive initial experience improves job satisfaction and productivity among newly-hired employees. Several ECM solutions can help improve this phase of talent acquisition; once again, the creation and management of offer letters, new hire packets, and even decline letters are automated.

Once on board, information and documents associated with a new employee begin to pile up. New hire packets and key documents for employment need to be delivered quickly, accurately, and within compliance by integrating, storing, retrieving, and archiving all paper and electronic documents. All documents are created within the SAP system and are automatically filed to the employees' personnel files, alleviating the risk of privacy loopholes and security issues.

### Leverage the value of OpenText's ECM suite for SAP Solutions for talent sourcing and acquisition.

SAP ECM business value solutions for talent sourcing and acquisition encompass a collection of interrelated and integrated software that manage the entire lifecycle of information across the enterprise—from creation and management to storage, distribution, archiving, and, ultimately,

disposition—while ensuring that security policies are respected and regulatory compliance mandates are adhered to.

ECM unites document and records management, email management, content archiving, search, contracts management, and other information governance capabilities to minimize organizational risk and cost while maximizing business insight and efficiency.

### Key Features of OpenText ECM Suite for SAP® Talent Sourcing and Acquisition:

- Workspaces enabling employee collaboration. Prepare job requisitions in collaboration with all relevant parties and systematically reuse know-how and standardized templates.
- Employer branding excellence. Consistent and compelling recruitment materials and employer branding across all channels and in alignment with corporate messaging.
- Web-based portal management. Creation, management, and storage of documents in collaboration with all relevant constituents.
- Engaging communications. Centralized, standardized communication templates for personalized and targeted recruiting and onboarding documents.

- Managing employee onboarding documents as corporate record. Manage employee documents as corporate records, ensuring compliance and shortening the onboarding process. ■

To learn more about the SAP ECM business value solutions for talent sourcing and acquisition, please call your OpenText representative or visit <http://campaigns.opentext.com/content/sap-hr-home-en>

[www.opentext.com](http://www.opentext.com)

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