

WINNING THE TALENT WARS

▶ IN THIS WHITE PAPER

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The Zone is Synergy Services' web based technology solution for managing talent communities online. It is the ideal weapon in a company's arsenal for managing proven candidates such as alumni, retired workers, previous contractors or qualified referrals to quickly and cost effectively fill critical positions.

As a part of this White Paper, an actual case study has been developed by Synergy for a large global semiconductor company who is taking on a bold initiative to engage with their alumni and previous contractors globally. As such, they have enlisted Synergy to create a "Community Network". The Community Network is a web based community sponsored by the company for their previous contractors, alumni and friends to learn about new job opportunities, apply for jobs, communicate, and collaborate with other community members.

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The Challenge

It is no secret that there is a talent shortage in the United States, and it promises to increase over time. The aging population of baby boomers, the decline of adult women re-entering the workforce and younger people remaining in school for a longer period of time all contribute to this trend. These challenges are making it more difficult than ever for companies to continue to meet their talent requirements now and in the future. Fortunately, many of these individuals want to remain a part of the workforce. Their choices range from the need for additional money to the desire to remain mentally challenged. While some of these individuals are open to full-time employment, many are looking for more flexible arrangements to accommodate their changing lifestyles. Unfortunately, companies are already beginning to experience this "brain drain", and are exploring ways to more effectively manage this critical population of alumni workers. Companies including Accenture, Deloitte Consulting, Freescale Semiconductor and Hewlett-Packard are taking proactive measures to re-engage their alumni workers. By cultivating these talented workers, companies can develop a consistent pipeline of qualified candidates for full-time and contract positions while staying connected to a group of loyal supporters.

The Solution

The Zone is Synergy Services' web based technology solution for managing talent communities online. It is the ideal weapon in a company's arsenal for managing proven candidates such as alumni, retired workers, previous contractors or qualified referrals to quickly and cost effectively fill critical positions. Unlike many public sites, social networking sites or job boards available, The Zone is specifically designed for a company to communicate and collaborate with their extended community of workers in a private and secure environment. This allows community members to stay in touch with company communications and remain current with the company as positions become available. The Zone also supports lifestyle choices for talented individuals who prefer a more flexible or alternative work arrangement. The bottom line is The Zone can help companies combat the talent shortage now and in the future.

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The Zone is unique in its ability to deliver content, communication and collaboration:

Content

Companies can deliver a unique user experience by delivering content that is relevant, informative and useful. The Zone allows companies to create this unique environment with the following functionality:

- **Features** is a location to highlight information or individuals. The highlight section is a highly effective place to present a message in video, audio or text format to community members.
- **News** provides a place to inform users on current news and information about the company.
- **Events** is a full calendar and events system that allows the company to keep users abreast of sponsored activities.
- **Banners** can be used to highlight or promote the company, partners or suppliers to users of the system.
- **Links** provide quick access to internal and external sites or resources that may be valuable to the user.

Communication

Communication features in The Zone provide an opportunity to dialogue among users or user communities and invite new users in to the community network.

- **Messaging** is a full feature messaging system that allows users to communicate with one another.
- **Groups** create "one-to-many" communications with ad hoc user groups or segmented groups.
- **Referrals** allow users to refer new users to the network or refer jobs to individuals both in and outside of the network.
- **Reviews** provide a means to communicate previous experience with an individual for future hiring prospects.

Collaboration

Companies can create an interactive user experience by introducing collaborative features to community members using the following features:

- **Forums** provide a place for users to post inquiries in which other users can respond. For example, a contractor could post a problem they are trying to resolve for a company and other users can respond online with their suggestions.
- **Job targeting** gives the client a tool to proactively target an open position to a qualified group of users.
- **Surveys** allows companies to seek feedback from users and view the results online.

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Benefits

By creating a rich online user experience with content, communication and collaboration, companies can achieve the following benefits:

Reduced Time to Hire

The ability to target users based on their rich profile information allows companies to immediately generate interest from qualified candidates which significantly reduces the time and cost to hire. Imagine the ability to create a job posting and target only those individuals that best meet your criteria. This could significantly reduce the time it takes to find a qualified candidate.

Higher Quality Placements

In addition to the speed of hiring, the probability of getting the right match for a longer period of time is significantly higher, significantly increasing return on investment. By targeting a qualified group of candidates based on their previous employment or success through a review process, companies gain the advantage of achieving higher quality placements for their efforts.

Increased Productivity

Studies suggest that reutilized workers are 40% more productive in the first quarter than new hires. Further, turnover is reduced up to 50% by rehiring previous contractors and alumni. Because The Zone is a repository for alumni workers among others, the ability to overcome the natural learning curve associated with a new work environment becomes much shorter or non-existent. These productivity gains have a tremendous impact on the overall return on investment to a company's bottom line.

Reduced Costs

More than simply a database of stored information, The Zone facilitates cost effective recruiting techniques that can reduce recruiting expenses by as much as 50%. In addition, reutilizing previous workers for contract projects enables companies to take advantage of the reduced cost of payrolling services versus engaging with an agency to source a candidate at a higher rate.

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By engaging with Synergy and The Zone technology platform, companies can realize all of the economic benefits outlined, improve the quality of their candidate, improve hiring practices, concentrate on their core competencies and avoid the costs of developing and managing a talent community database technology internally.

Flexibility

Because The Zone is a hosted application, there is no need for a company to provide any hardware or technical expertise to get up and running. Synergy manages the application on our client's behalf and the setup process can be completed by business users. The system is completely configurable which allows for clients to select the functionality that best meets their needs. The software itself is also managed centrally so new features are introduced in real time without having to wait for costly upgrades or run the risk of incompatibilities with existing infrastructure.

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