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How to Build an Employer Brand?

*The Best Way to
Attract and Retain Talent*

What You Will Find:

Why Are You Reading this Whitepaper?

01 Is finding quality talent a challenge for you?

02 Ever wondered how attracting the best talent depends upon your brand reputation?

03 Do you have an effective employer brand?

04 Why don't you build a brand with technology and hire the best talent?

Get your answers in this whitepaper.

What is Employer Branding?

An employer brand is the face of the company. It allows a company to promote its identity and gives a reason for the potential candidates to join your company. Employer branding also talks about a company's reputation in the market.

When it comes to hiring candidates, having an effective brand in place contributes a lot. Apart from hiring the right talent, employer branding helps in retaining employees too.

What Makes Candidates Apply for A Job?

53% of women say its a company reputation for offering a good work-life balance.

42% of men would be attracted by this perk.

Source: *Glassdoor*

Employer Branding and Candidate Experience

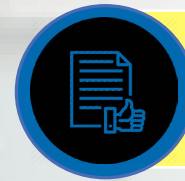*Q.* *What's the relationship between employer branding and candidate experience?*

A. An employer brand has no value without a positive candidate experience.

Phases in a Candidate's Journey

Job Search
(Candidates search for companies with a good reputation)

Job Application
(Candidates apply for a job in companies with an excellent brand name)

Engagement
(The interview process begins)

Onboarding
(Candidate joins the company)

The experience a candidate gets from all these phases is linked with how positive the employer brand is.

Attracting the Best Talent

61 Million *Gen Zers are about to enter the US workforce.*

Source: CNBC

This fact clearly shows that the size of candidates you can target to attract them for your job positions.

Top Reasons Why Candidates Want to Work With You

92% *of candidates would leave their current jobs for a role at a company with an excellent reputation.*

Source: Smartdreamers

Career Opportunities

Benefits & Perks

Work-Life Balance

Company Culture

All the factors mentioned above are a part of Employee Experience. Thus, building a strong employer brand is an excellent way of attracting the right talent.

Building an Effective Employer Value Proposition

What is an EVP?

An EVP reflects the company's values and how it will benefit the existing and potential employees.

How to Create An Effective EVP?

1. Align with the mission and vision of the company.

2. Include the motivation factor which attracts candidates.

3. Set up clear expectations.

How Can an ATS Build an Employer Brand?

The main objective of using an applicant tracking system is to streamline the recruitment process. A simplified recruitment process contributes in providing a positive candidate experience.

Over **98%** of Fortune 500 companies use an applicant tracking system.

Source: *Jobscan*

Let the ATS Enhance the Candidate Experience…

33% *of job seekers want an automated email sent to them after applying.*

Source: CareerBuilder

Set up automated notifications for candidates.

Candidates, who do not receive communication from the employer at different hiring stages, do not want to work in the same company.

Use templates, reports, checklists for an effective onboarding process.

Give access to the company's information, employee forms and other training materials to the candidates.

Use a resume parser to make your career page user-friendly.

It allows a candidate to simply upload the resume and populates the rest of the fields automatically.

About RChilli

RChilli is the trusted partner for parsing, matching, and data enrichment, providing companies, in 50+ countries, with solutions built for the future of technology and recruiting. RChilli's innovative products, backed by an industry-leading tech stack, power the processing of 4.1 billion+ docs a year for 1600+ top global recruiting platforms. Enabling companies to hire better talent faster since 2010, RChilli is ISO 27001:2013, SOC 2 Type II, and HIPAA certified and GDPR compliant.

RChilli also has its multilingual resume parsing app available on Oracle Cloud Marketplace and Salesforce AppExchange.

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