



SmartPost Matters _____

Q2 2017: Issue No.2

[SYMPHONY TALENT]



Jill Hawkins
Senior Vice President
jill.hawkins@symphonytalent.com
(800) 929-2190

It's been an exciting, innovative time for us!

SmartPost has been enriched with literally hundreds of new media partners – and continues to grow! Improved transaction tools for more efficient inventory management are now in place. Our new **Media Support Hub** makes it easier and more convenient to submit single ad placements via online, email or phone.

We've also been exceptionally busy integrating the vast capabilities of our Symphony Talent companies - Hodes, SkillCheck, Findly, QUESocial and HRLogix - to engineer a modern, end-to-end talent acquisition suite that leverages a personalized candidate talent journey, a unified recruiting portal, and an artificial intelligence engine to automate and optimize media spend.

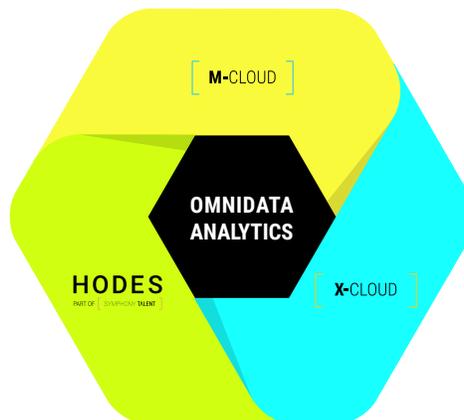
Specifically, our **Experience Cloud (X-Cloud)** is an intuitive, omni-channel platform for candidates, employers and employees. Combining data-driven insights and consumer marketing techniques, it creates a consistent experience throughout the entire talent lifecycle to ensure that engagement continues from first interaction point, to sourcing, through the interview process, to employee engagement and beyond employee advocacy.

Our **Media Cloud (M-Cloud)** platform guides smarter recruitment media buying through an AI model. It automatically calibrates media spend to focus on sites that provide the highest quality candidates while continually refocusing efforts on the priority jobs. M-Cloud creates the right media mix to attract both passive and active candidates, re-targets candidates across all interaction channels and delivers precise, real-time reporting at the job level.

And don't even get us started talking about our predictive analytics! Yes, it's an exciting time here at Symphony Talent as we continue to redefine how great brands connect to talent. Feel free to reach out to learn more or if there is anything that I can do to assist you: **jill.hawkins@symphonytalent.com** or **800-929-2190**.

Best,

HODES: Creative and Brand Agency
Award-winning creative agency developing and activating Employer Brands across the complete candidate and employee lifecycle.



M-Cloud: AI Based Media Platform
Recruitment Media buying driven by Artificial Intelligence to automatically calibrate media spend to sites that provide the best fit – quality candidates and continually re-focus efforts on the most important jobs.

X-Cloud: Omni Channel Experience Platform
Next generation Talent Acquisition platform harnesses data-driven insights to provide a unified and streamlined experience for candidates and employers – pre-and post-hire.

SmartPost is getting a new look and we're taking the opportunity to add new features and functionality too.

Over the last couple of years, we've been updating the system almost daily with new media, contract support, distribution and fulfillment tools. We are now pleased to announce that we are adding new features and functionality with the new redesign including:

- Refreshed user interface with a heavy focus on workflows.
- Cleaner layouts with more search and functional pages.
- Improved sourcing page with extended search options, new media announcements, media offers, and contract support.
- Stronger focus on transparency of data flow and quality assurance.
- And most importantly, this transition leads us to more frequent updates as we look at crowd sourcing, a new cart experience and programmatic artificial intelligence sourcing for pay-per-click media.

What would you like to see in SmartPost? What's been on your team's wish list? Ever want to see how your own ideas translate to product success?

Join our Client Design Council to make SmartPost even better and more robust. There will never be a greater time to make suggestions and promote your product ideas! Plus as a member of the council, you will see new enhancements prior to product launches.

To join the SmartPost Client Design Council, please complete this survey and we will be in touch soon!



TEAM SPOTLIGHT Introducing Michael Field



Michael Field

Director, SmartPost
michael.field@symphonytalent.com

Mike has been with us for 11 years. He has resided in New York City for the last 12 years after leaving Beverly, MA, which is just north of Boston. When Mike is not working, he loves spending time with his wife and 9 year old son. He enjoys hunting for 'treasures' with his son using their matching metal detectors. While most attempts result in a couple of pennies and many bottle caps, they did find a 1916 mercury dime once!

Mike has held a couple of different roles during his time at Symphony Talent. He currently ensures job postings are imported accurately into our internal database for smooth distribution to external job sites. Mike also manages the SmartPost team providing excellent client service via our ticketing system at spcare@symphonytalent.com. What does Mike really love? Solving problems. He is a problem-solver by nature and enjoys digging into scenarios to get to the root cause as well as address any issues moving forward for continued success.

"Having worked here for some time, I have to say the last year and a half have been the most exciting that we (Hodes/Symphony Talent) have had and the excitement continues on as we move down our current path."

TEAM SPOTLIGHT

Introducing Beverly Vian



Beverly Vian

Director, SmartPost
 beverly.vian@symphonytalent.com

Bev has been dedicated to the SmartPost team for almost 11 years now. She does a little bit of a lot of things. Bev creates new media and the feeds that carry jobs to media; manages media contracts; does verifications of posted jobs; interfaces with media payables on billing issues and so much more. Her favorite part: *"I love our team and interacting with everyone. I enjoy sharing what I have learned with others."*

Bev is our "Energizer Bunny". She starts work early in the morning before most of us are even out of bed (sometimes it's THREE am!). Bev doesn't sit quietly very well and is always doing something. Bev enjoys life with her husband, children and, of course, her grandchildren. If Bev had a magic wand, she says:

"I would wish that the United States was narrower, so all my kids and grandkids who live in Arizona, could visit me everyday."

SIMPLY STATS: SPCare Ticketing System

Assignment Time

0.4 hrs

Satisfaction Score

98.5%

MEDIA PLUS

Just in the last quarter, we have added over 100 new job boards including more associations, diversity and niche sites. Reach out if you would like a current list.

SmartPost and JobRapido are officially partners!

JobRapido is a global job search engine that analyzes and aggregates job listings from all over the web. Since it was founded in 2006, JobRapido has established itself as the second largest job search engine globally with 30 million unique users per month and 40 million registered users.

The SmartPost and JobRapido partnership allows you to post two ways:

- Organic Postings - Best used with our automatic sourcing, we can source all requisitions to JobRapido for no additional posting fees (transactional and auto-sourcing fees may apply).
- Sponsored Posting - A transactional pay-per-click option where users can select a job posting to be sponsored to give it more visibility.

JobRapido is a particularly good fit for international campaigns.

Jobs2Careers is now available in SmartPost in a pay-per-click model for both \$250 and \$400 budgets.

Jobs2Careers is a recruitment technology company that helps employers attract the talent they need to make great hires. Using programmatic technology, the company distributes jobs into its talent marketplace, which includes job boards, niche sites, associations, and more. Jobs2Careers' mission is to innovate the way talent effectively finds work, and work finds talent. The company was founded in 2010 by CEO Bruce Ge and is headquartered in Austin, TX.

Neuvoo.com is now available in SmartPost.

Neuvoo is a worldwide job site with a strong presence in North America and Europe. Neuvoo states, "Our job database is the largest of its kind, with over 30 million jobs and salaries for our 12 million monthly visitors to browse from. We're also known for our one-of-a-kind features, including our tax calculator tool, online encyclopedia for jobs (neuvooPedia), and unique display options for employers to increase their online brand presence".

DID YOU KNOW?

You can pull reports directly from the SmartPost Subscription Center to obtain information about your media contracts. For example, you will find contract start/end dates, inventory utilized, balances left and how many postings have been launched in a specific timeframe. All reports are downloadable for immediate access.



You can also search the eMedia Library for all Diversity, College and Alumni sites. Each eMedia gives you a summary as well as a link to the job board for easy access.



SmartPost is a product of Symphony Talent, a leader in talent acquisition providing a full, centralized suite of solutions across all facets of the talent acquisition space to redefine the way great brands and talent connect.

We hope you find the information interesting and useful. Feel free to share it with colleagues and know that suggestions for future issues are most welcome. If at any time you no longer wish to receive the newsletter, simply click the unsubscribe link in the footer of each issue.

All of us at SmartPost want you to know how much we truly value your business and friendships. We look forward to working together with you for many more years to achieve great mutual success.

