

Does Your Web Site Have These?

Research firm iLogos has identified the following Web-site features, offered by many Fortune 500 companies on the careers portion of their corporate Web sites, as the most effective in streamlining processes, reducing sourcing costs, improving candidate quality and lowering opportunity cost. Percentages indicate the growth in the number of Fortune 500 firms that implemented these features during 2002.

Process Savings

- Saved candidate profile—80 percent
- Automatic Requisition Tracking Number—54 percent

Sourcing Cost Savings

- E-mail to a friend—66 percent
- Company culture information—40 percent

Improved Candidate Quality

- Job Agent—73 percent
- Anonymous Job Application—180 percent

Opportunity Cost Savings

- Pre-screening tools—104 percent
- Online response only—24 percent

Source: iLogos Research, San Francisco

iLogos Examines Best Practices Among Fortune 500

iLogos Research has released its latest report analyzing the best practices used by the nation's largest companies to attract job candidates via their corporate Web sites.

The report is the third in a series of annual reports from iLogos, a division of Recruitsoft Inc., on the careers sections of corporate Web sites at Fortune 500 companies. The first two reports identified the best practices used by the Fortune 500 in this area. The latest report, titled "Value Creation Through Careers Websites," reviews the current rate of best practices adoption, analyzes the three-year

adoption rate trend and identifies the best practices that appear to create the most value for corporations.

The best practices iLogos Research identified as leading in annual growth in 2002 and ranking high in the potential delivery of reduced costs and improved candidate quality include features that allow candidates to save their profile for a later date and the practice of assigning each candidate profile an automatic requisition tracking number. Other notable best practices included providing anonymous job application options, company culture information and using pre-screening tools (*see chart at left*).