



Web 2.0 eRecruiting

Key Elements of Web 2.0

Web 2.0—coined by O'Reilly Media in 2004—describes a new generation of applications delivered over the web as a service. Key elements include:

- Web browser access.
- Interactive interface.
- No software license.
- Social networking.
- Collaboration.
- Community.

“Web 2.0 is much more than just pasting a new user interface onto an old application. It's a way of thinking...”

O'Reilly Media Inc.

Web 2.0 Principles and Best Practices,
Fall 2006

Connecting People to Process

Improving the candidate experience. Boosting the employment brand. The vision of Web 2.0 can deliver all these benefits. But you should also get measurable process improvements. What are the underlying technologies that accelerate the hiring process, improve sourcing, and reduce costs?

Connecting people directly into the hiring process.

Web 2.0 techniques connect all the participants more directly into the hiring process. They improve eRecruiting performance through a more interactive interface, social networks, targeted sourcing, collaboration, and community.

Web browser access. On demand processes and career sites are now required tools to succeed in eRecruiting. Next generation talent management platforms can easily link to a wide range of applications for a seamless experience for all stakeholders. They also provide the Web 2.0 features that top candidates expect in their web experience and organizations need to succeed.

Interactive interface. Many people are familiar with the interactive features of Amazon.com, eBay, Yahoo!, and other websites. They have grown to expect the same functions and ease of use on career sites and eRecruiting systems. They can also base employment decisions on the brand impressions they get from your online experience.

Social networks. Online social networks offer passive candidates and active jobseekers. Take advantage of traditional and new networks such as MySpace, Jobster, H3, and LinkedIn. For talent acquisition, you can connect online social networks into your organization's sourcing strategy.

Collaboration. Creating a collaborative experience for HR, talent sources, hiring managers, candidates, and employees requires a common tool or platform. Web 2.0 gives all your people the ability to visualize talent processes on their browsers. The more they use them, the more they will internalize

Connecting People to Process with Web 2.0

- Human Resources
- Hiring Managers
- Recruiters
- Candidates
- Employees
- Job Boards
- Agencies
- Social Networks

Learn More Today

Explore the Taleo on demand talent management solution. Learn best practices. Read these white papers:

Career Site 2.0: *Taking the Lead in the War for Talent*

Make Your Hiring Process Faster, Better, and Cheaper: *An Action Framework for Your Organization*

Social Networks and Talent Acquisition

Visit www.taleo.com for detailed case studies or call us today.



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the methods. Popular adoption of easy to use and intuitive tools is what transforms your organization into a talent-focused culture.

Community. Online user forums, best practice blogs, and communications create community. Look for a talent management provider that invests in Web 2.0 elements such as these. They enable an active online community environment where users can share methods and learn from each other.

Taleo 7.5 Delivers Web 2.0 eRecruiting

Web 2.0 technologies in Taleo Enterprise Edition™ 7.5 improve the candidate experience, making the process similar to consumer web transactions. Make your career site a true portal—a place where candidates can store and receive personalized job information and return for updates.

Career Site and Candidate Portal. Enable candidates to save jobs and searches, see jobs matching their profile, and view status information.

Next Generation Candidate Experience. Attract higher quality candidates, boost your employment brand, and win your war for talent.

Advanced Sourcing Tools for Recruiters. Meet the challenges of finding and engaging candidates in a competitive marketplace.

Expanded Talent Management Platform. Use our powerful prescreening strategies to power your professional, hourly, or contingent workforce.

Taleo Enterprise Edition 7.5 also provides improved localization based on feedback from Taleo users in over 100 countries and international support for the most current regulations and legislation.

See the results. Realize the value.

Taleo clients experience impressive results, including:

- Measurable improvements in quality of hire.
- Reduced process costs and time to hire.
- Increased talent pools.
- Bottom line performance results.

To learn how Taleo delivers the leading experience in eRecruiting and talent management, read the white papers and contact your Taleo representative.

ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

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