

Employer Branding

THE BATTLEFIELD IN THE
NEW WAR FOR TALENT

With the U.S. unemployment rate of 3.8% at a record 18-year low, and with the pool of qualified candidates shrinking daily, the battle for talent must now be at the forefront of an HR department's long-term hiring strategy. Consequently, it is critical that today's employers leverage technology solutions that will develop and strengthen relationships with the best talent to grow their organization, before their competition does.

With unemployment at a historical low of 3.8% organizations are experiencing greater candidate competition than they have in decades. This challenge affords employers the opportunity to scrutinize how they are framing their employer brand in the open marketplace to attract, hire and retain the best candidates ahead of the competition.

Did You Know?

In May 2018, the Federal Bureau of Labor Statistics announced that there are now as many job openings as there are unemployed Americans (6.6 million).

How Ascentis Can Help

APPLICANT EXPERIENCE

Ascentis Recruiting candidate career portal aligns the look, feel and messaging of the applicant portal with a client's career page, and their overall web presence. Our custom onboarding forms allow clients to further reinforce the candidate experience with new hires before their first day of employment.

EMPLOYEE EXPERIENCE

Ascentis' engagement surveys capability, included with Ascentis Talent Management, allows clients to survey employees on their employment experience on either an identified or anonymous basis, to expose trends and triggers for satisfaction and to rectify emerging dissatisfaction among employees in real-time.

CAREER PATH EXPERIENCE

Ascentis Learning Management allows employers to provide a deeper and more connected employee career experience by offering content that aligns with employees' career interests or performance deficiencies, helping both parties determine the best possible career development options, capabilities as well.

