ZapInfo Sales & Recruiting Automation
Use Case: 1-Click Recruiting Solution

Situation and Challenges
- Finding the right candidates in search engines & social channels is challenging
- Managing personalized social recruiting at scale is time consuming and prohibitive
- Talent acquisition leaders have limited visibility to recruiter activity and source effectiveness
- Capture and movement of data from sourcing sites is time consuming and slows hiring process
- Contact info and profile information is out of date quickly
- Regulations prohibit "business as usual" recruiting & marketing. Compliant data privacy methods are required.

Solution Innovation
- ZapInfo automates every step of the recruiting & sales process across the web
- Easily convert job titles into intelligent search queries across search engines, social networks and job boards
- Gather profiles with 1-click and instantly find contact information that enables direct messaging with prospects faster than ever
- Automates personalized social marketing with found candidates, prospects, and leads
- Zaps profile data into SAP CX / SAP SuccessFactors Recruiting using our approved integration

Users
- Recruiting Teams: Use ZapInfo daily to automate every step of the recruiting process
- Candidates: Receive personalized, branded, and compliant communication
- Sales Reps: Use ZapInfo to find leads, direct contact info & engage with 2x more daily
- Sourcing Teams: Use ZapInfo to build talent pools faster than ever before
- Hiring Managers: Review sourced profiles and provide rankings/reviews faster
- Talent Leaders: Get powerful insights into daily recruiting activity and paid sources

Value Drivers
- Cut recruiting time by 50% or more
- Maximize results from sourcing tools/sites
- Build deep talent pipelines faster than ever
- Rich reporting of sourcing activity & results

Find Faster:
Zapinfo helps recruiters find talent faster using automated tools that build searches into most social networks, search engines and job boards.

Engage Better:
Send personalized messages to candidates/leads in social channels in 50% less time and get 5x better results.

Enhance Productivity:
Save recruiters & sales reps hours per day of data research and manual input. Leverage our cross platform integrations that speed delivery of results.

Industry
- All Industries

LoB
- SAP SF Recruiting
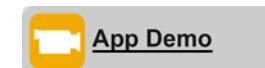- SAP CX

GTM Focus
- **Americas**
  - All
- **EMEA**
  - All
  - GDPR Compliant

Minimum Solution Environment
- Google Chrome Browser
- SAP SuccessFactors Recruiting or TM
- SAP CX (CRM)

Additional Information
Please follow link(s) below for references, demos, pricing or contact details.

App Demo   SAP App Center

Enable recruiting and sourcing teams to quickly find and add amazing candidates to SAP SuccessFactors Recruiting.

- Easily populate CRM talent pools with enriched candidate profiles from sources across the web
- 1-click automation that lives in a recruiters browser and provides instant productivity gains
- Eliminates manual and time zapping activity that speeds the hiring & selling process your users will love

Capabilities:

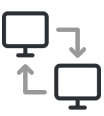|		
	Find talent faster and in more channels you may not have thought of	• Use search libraries to explore talent in new channels • Automatically builds searches based on your job requirements
	Engage with talent using automated personalized messaging on new social channels	• Create personalized message that get 5x higher response • Send via social channels using automated processes • Save hours of time daily
	Extract talent profiles, enrich data finding direct contact info and import into your talent platform with a few clicks	• Extract 10x more talent profiles from social networks & job boards • Find direct contact info including email and social profiles • Import into your talent platform

Outcomes:

	Meet hiring needs faster	• Use search libraries to explore talent in new channels • Automatically builds searches based on your job requirements
	Build rich talent pools	• Create personalized message that get 5x higher response • Send via social channels using automated processes • Save hours of time daily

Use Cases That Automate & Accelerate Hiring

	Increase the effectiveness of expensive sourcing tools by 2x or more	• Find and extract talent profiles from sourcing sites and import easily • 5x more engagement using automated connection & messaging
	Enable recruiting teams to use new social/search sites to find & engage talent easy	• Instantly allows every recruiter to find candidates in new channels • Helps you find and engage candidates where they want
	Deliver richer and faster profiles to your hiring managers	• Zapinfo gathers more and richer data profiles for every person • Gives hiring managers faster ability to review and rank talent • Increases fundability of candidates
	Compliant method for sourcing contacts and profile information	• Compatible with GDPR regulations • Compliant with TOS requirements of most social networks and job boards • OFCCP compliant tracking and reporting of search/sourcing activity
	Makes data exchange 2-click easy across all of your web applications	• ZapInfo's integration network allows you to share info with hundreds of other apps without integrations • Works with non-API web based applications to share data faster

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