

EMPLOYEE RECRUITMENT SOLUTION

Financial Services

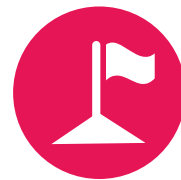


3radical has developed an **Employee Recruitment Solution** that ensures Financial Institutions are able to attract, engage, and successfully recruit the very best talent.



Challenge

How do you attract the right talent, get them to engage with you, invest the time to understand why you have a great employee value proposition, and remain engaged with you in the recruitment process, and do this in an environment where the competition for talent is becoming increasingly digital?



Key Objectives

- Generate a greater level of interest in your organisation from the leading candidates.
- Educate them on why your organisation is a great company to join.
- Gain greater interest from those leading candidates in your organisation.
- Engage top graduates and keep them engaged throughout college.
- Capture vital data about these leading candidates.
- Invite desired individuals to real world events to learn more about you.

BEST PRACTICE APPROACH

The 3radical Voco platform helps Financial Institutions recruit the very best talent by:

- Creating immersive, rewarding experiences for potential recruits delivered via a mobile optimised website
- Motivating ongoing engagement by combining video, other multimedia content, interactive quizzes and rewards
- Enabling potential recruits to take their own individual journey to discover more about your company as a potential employer and to see the clear value exchange for doing so
- Seamlessly bringing together digital engagement with real-world contact to create a fully integrated and consistent engagement experience



BENEFITS

- ★ An increased number of potential candidates are engaged
- ★ These candidates are more informed about the company
- ★ Candidates have a stronger emotional connection with the organisation
- ★ A greater level of information is captured about the candidates
- ★ More candidates will consider offers from the company



IMPLEMENTATION

- Agree scope and timelines
- Confirm overall purpose
- Identify specific goals
- Qualify metrics to be used
- Establish storylines
- Agree and develop key content
- Map-out employee journeys
- Identify preferred mechanics
- Agree on rewards to be offered
- Agree on achievements recognition
- Develop roll-out / launch plan
- Implement programme

3radical can have your programme up and running in 6 weeks

TIPS & TRICKS

- ✓ Keep content bite-size, so it is easy to consume
- ✓ Enable users to find the information that interests them
- ✓ Create progress journeys that allow users to determine how they engage and what steps they take
- ✓ Customise the content for different audiences
- ✓ Use mechanics that encourage candidates to continuously engage (become memorable)
- ✓ Recognise and reward data sharing (fair value exchange)



Easy to implement



Pre-defined templates



Seamless integration
with other systems



Multitude of behavioural
mechanics to choose from



All forms of rewards can
be offered



Ability to enable users to
determine their own
engagement journeys



3radical is THE AUDIENCE ENGAGEMENT COMPANY. We are focused on getting and keeping an individual's attention in today's increasingly noisy and complex world, thereby driving desirable behaviours and outcomes.

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