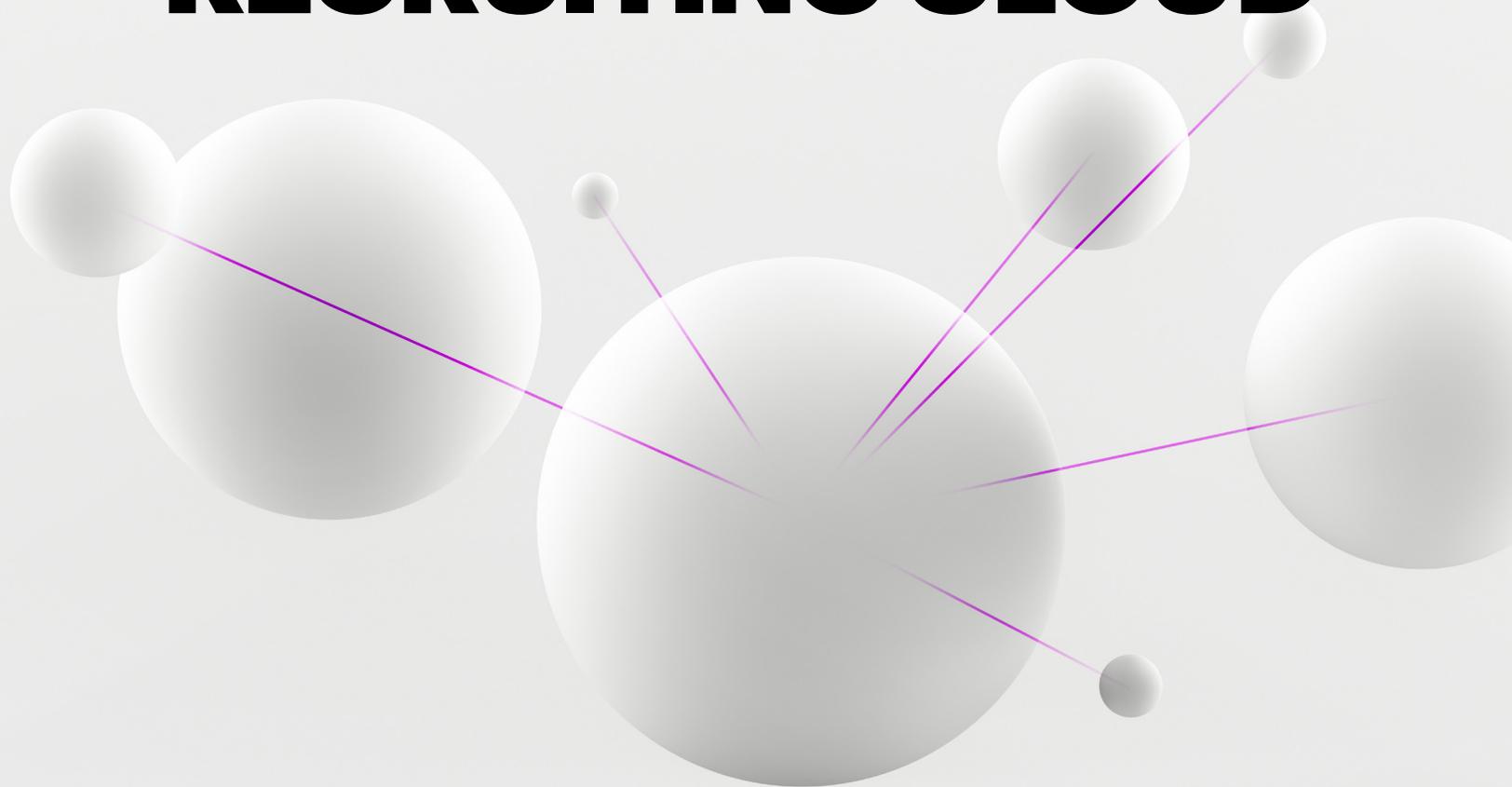# READY FOR THE NEW RECRUITING CLOUD

WHAT'S NEW IS NOW WITH ORACLE RECRUITING

RECRUITING DISRUPTED:
IT'S A NEW TALENT MARKET AGAIN.

Make room for a new kind of workforce. The latest generation of talent market disruptors is greeting today's business recruiters with a new set of expectations.

Maintaining a workforce with the right skills at the right time and right place through continuous demographic shifts is an ongoing challenge for leading businesses. Enter: Gen Z. Born from the mid '90s on, Gen Zs are making businesses up their game again to win their affections. This generation has grown up with the Internet and a smart phone tethered to their hand.

They are born social media butterflies among today's talent market and quick to flit from one thing to another.

With shorter-than-ever attention spans, sitting and wading through traditional job postings with yard-long lists of responsibilities and requirements is not their vibe. Above all, this generation finds them boring and are apt to think the jobs are too.

Then follows the tedious, time-consuming task of filling out the same information for countless applications. And for all their effort, they're left to worry if their applications were lost in a "black hole." Unable to trace the status of their applications, their place in the queue or whether their applications were received makes for a frustrating, disengaging process.

Until the death of salary-defined pensions, people tended to have only a few jobs in their career, and long service was recognized and rewarded. But today, people now move between jobs.

And therefore, the amount of recruitment an organization has to handle is way beyond what traditional human resources (HR) applications support.

Today's new talent market resonates with simpler, more consumable descriptions that include embedded video. Applicants want a quick and easy application process with a super mobile-friendly user experience. They expect to do it all from their phone. And they want to learn about and easily share opportunities through social platforms. That means recruiters must find and engage with them through newer platforms they frequently use, like Instagram and Snapchat, rather than rely on LinkedIn and job boards.

DRIVING THE CANDIDATE EXPERIENCE

Talent market expectations are driving greater personalization and more engaging candidate experiences through the shaping of a new recruiting cloud.

Market leaders are focused on rapidly evolving the current recruiting model to support their talent needs into the future. With human capital management (HCM) solutions such as Oracle Recruiting, the future is now. Oracle is at the forefront of providing businesses with the capabilities to provide more customized, engaging interactions with their candidates, delivering Oracle Recruiting natively as part of Oracle Cloud HCM.

An Accenture Strategy study finds Gen Zs are willing to commit and ready to roll up their sleeves—but in return, they want a tailored, engaging experience that takes full advantage of their degree and digital skills.[1]

By digitizing the recruiting process, businesses can deliver meaningful experiences. And by using technology to disrupt recruiting norms, they can reach new talent pools at low cost.[2]

Accenture and Oracle are working together as partners in innovation to enable this digital evolution to the new recruiting cloud. Based on our deep human resources (HR) transformation skills, knowledge of industries and work with early Oracle customers, Accenture provided input on the prioritization of features for Oracle Recruiting.

Combining artificial intelligence (AI) and machine learning with data as a service (DaaS), Oracle Recruiting helps companies quickly recruit and hire top talent. With AI matching, recruiters are empowered to make the best recruiting decisions.

Oracle Recruiting reduces overall time to hire, sourcing talent through recruitment marketing and employee referrals, supporting end-to-end recruiting and streamlining onboarding.

The Oracle Recruiting solution modernizes the overall recruiting process with a data-driven approach and mobile-first user interface for sourcing and engaging both internal and external candidates. Throughout the recruiting process, the candidate experience remains front and center. With a modern, mobile-friendly user experience through the Oracle Digital Assistant helps provide candidates a more consumer like experience, not just giving information but also collecting data and minimal click applications.

With easy-to-use templates for building and updating candidate portal pages, recruiters can assume direct control for overall branding and design, messaging, tone and content. While the Oracle Recruiting solution helps drive proactive engagement to build the talent pipeline, it also provides a holistic view of talent management.

Employers can track and measure complete information about their talent across the HR spectrum for leveraging candidate pools, campaigns and CRM to provide robust sourcing. Applying business insights across all of HCM, Oracle Recruiting also supports better hiring decisions.

Candidate-centric experience

Provide a compelling candidate experience with candidate relationship management (CRM) and targeted sourcing campaigns that are modern and mobile-friendly, through social platforms such as Instagram, Snapchat andTwitter.
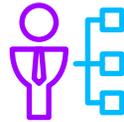
Comprehensive recruiting

Recruit, screen, interview, generate offers, and hire efficiently and collaboratively.

Innovative design

Leverage leading-edge technology to quickly and efficiently scale recruiter activities and make data-driven decisions.

WHY ORACLE RECRUITING?

As part of the overall Oracle Cloud HCM, Oracle Recruiting helps deliver an integrated, full life cycle solution enabled with seamless processes and a common set of tools for supporting talent management from hire to retire. Because recruiting is embedded in a complete human capital management solution, Oracle Cloud HCM can support a range of dynamic business scenarios, including:

• High-turnover organizations
• Organizational changes
• Mergers and acquisitions

Oracle Recruiting empowers employers with intelligent insights into organizational talent needs. One of the main ways this happens is by employees completing their talent profile in the system. Organizations can then use this insight to help leaders understand success parameters and their organization's talent capabilities across the enterprise. With user-friendly mobile and social-ready capabilities out of the box, the on-demand, real-time solution adapts for continually changing business needs with agility, speed and efficiency.

User-friendly mobile
Fully mobile responsive, the solution is designed to be as simple, quick and easy to use as possible to support a frictionless application process.

Social-ready
The ability to use multimedia in site content and job descriptions serves to create more engaging experiences.

Bot-enabled service
Engaging in a conversational way, the Oracle Digital Assistant helps make the process feel more human and maintains a connection with candidates, while HR departments save on the operating costs of human help desk support.

MAKE YOUR MOVE

Now is the time to begin shaping your new recruiting vision and turning it into reality.

Among the first systems integrators to implement Oracle Recruiting, Accenture helps guide clients with a strategic and comprehensive approach. Accenture myConcerto for Oracle provides an insight-driven, digitally integrated platform to help clients envision, innovate, develop and deliver end-to-end solutions based on Oracle technologies—guiding them through their digital transformations.

Several of our customers have made Recruitment their first phase, addressing one of their biggest challenges and getting a very quick Return on Investment.

Through the myConcerto platform, Accenture is enabled to deliver greater value to clients, helping to:

• Accelerate and de-risk their journey through well-proven and best in-class methods.

• Provide a value-led approach to achieve faster return on investment.

• Power their enterprise transformation— from business case and strategy roadmap through delivery and continuous improvement.

Accenture's myConcerto covers the entire Oracle Cloud technology stack. Integrating Accenture's deep industry knowledge, intelligence and innovation, myConcerto delivers Oracle technology solutions as a comprehensive digital suite to make a client's journey to the cloud, simpler and faster. Accenture offers in-depth experience with developing, testing and implementing Oracle Cloud-based solutions for clients in the marketplace across a range of industries.

The new Gen Z talent force is already entering the market and disrupting the current recruiting model. Finding and hiring the best talent when and where it's needed is challenging in today's highly competitive market.

Oracle Recruiting is purpose-built to enable your organization to successfully compete for the best talent in this new market—and future markets to come. And in partnership with Oracle, Accenture can help your organization accelerate results in driving engagement for growth and competitive advantage into the future.

Learn more:
www.accenture.com/oracle

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References

1. Gen Z Rising, US Edition, Accenture Strategy Research, 2017.

2. Ibid.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services in strategy and consulting, interactive, technology and operations, with digital capabilities across all of these services. We combine unmatched experience and specialized capabilities across more than 40 industries – powered by the world's largest network of Advanced Technology and Intelligent Operations centers. With 509,000 people serving clients in more than 120 countries, Accenture brings continuous innovation to help clients improve their performance and create lasting value across their enterprises. Visit us at **www.accenture.com**.

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