KF Recruit

Korn Ferry Talent Acquisition
Recruitment Technology

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Technical Brief

www.kornferry.com

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Recruiting engine powered by Korn Ferry IP, tools and technology

KF Recruit combines advanced sourcing technologies, Korn Ferry IP and insights, and fact-based analytics to present a centralized, easy-to-navigate interface for use across **the entire talent acquisition process**. The AI-enabled recruitment technology helps find quality candidates faster, generating cost savings, improving retention, and building robust talent pipelines of active and passive candidates.

Korn Ferry's AI-enabled sourcing and machine learning algorithms go above and beyond keyword matching and skill matching – the platform leverages data from publicly available candidate profiles, a client's candidate data in their ATS/CRM, job requisitions from the client's ATS, and Korn Ferry's own Success Profiles library to bring back the best candidates for a job.

KF Recruit Architecture

KF Recruit provides organizations with the opportunity to elevate their sourcing and recruitment process by integrating new and innovative tools and technologies with their organization's existing investments, infusing the recruitment process with Korn Ferry's world-class IP and extensive data library, and enhancing stakeholder experience. Depending on the role – *recruiter, hiring manager, stakeholder* – the platform offers an active, up-to-date view of **Dashboard, Jobs, Candidates, Insights and Reports**.
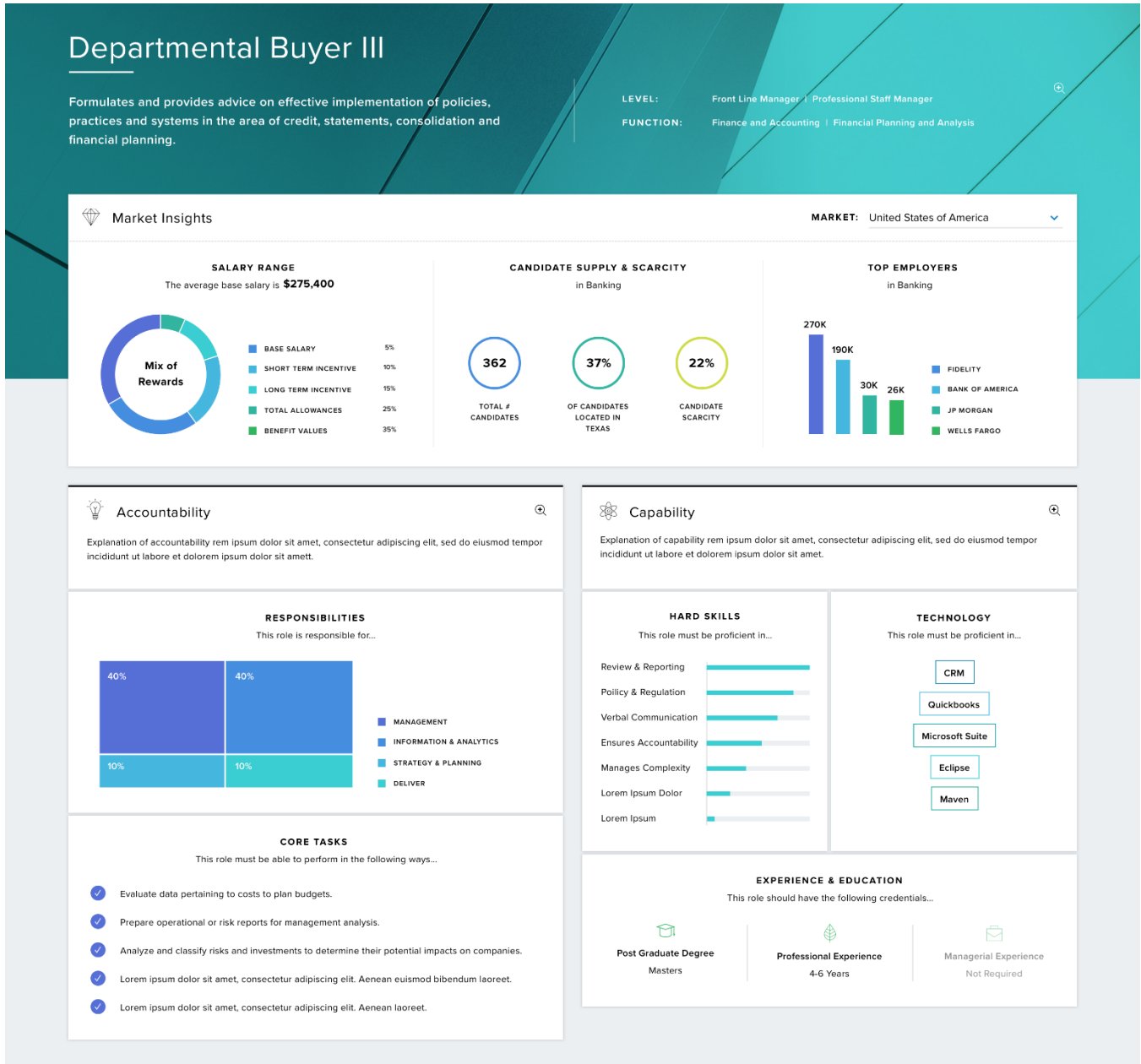
Success Profiles

The best-in-class Success Profiles represent Korn Ferry's combined perspective on what is required for success in a role. Korn Ferry's extensive library of 4,000 Success Profiles covering over 30,000 job titles are the culmination of more than fifty years collecting information on behaviors, experiences, education, cultural factors, technical skills and competencies, responsibilities, leadership styles and job characteristics on a global scale.

The content is based on Korn Ferry's combined empirical research, science, subject matter expertise and experience, and data from across the firm covering everything we know about work, roles, job size, people, behavior, performance and reward.

Success Profiles can be used to set role expectations and determine Key Performance Indicators for measuring success in a role. They can also include average time-to-fill data, compensation and benefits benchmarks from the Korn Ferry Pay database and market analysis on candidate supply and demand.

Each Success Profile includes *role requirements* (responsibilities, behavioral competencies, technical competencies, education, experience) and *personal characteristics* (traits, drivers).

Success Profile (sample)

How do we build Success Profiles?

The components of a profile most closely associated with work, job size, pay and reward, and the responsibilities stem directly from the expertise within our work measurement practice, and are based on our unique heritage and understanding of organization structure, job size and job evaluation, how to structure work across roles in an organization, and a sensible division of responsibilities/accountabilities for each role. Combining many decades of work helping organizations structure, organize and size their jobs with the world's richest, most robust pay database, we have a unique perspective and ability to create Success Profiles grounded not only in research and data, but also the reality of how organizations work today. The Functions in our Success Profiles represent the most common functions found in most

organizations, and we are continually working to build these functions out. The different levels of each Success Profile are based on clearly identifiable differences in job size such that moving from one level to the next represents a moderate and discernible increase in the complexity of responsibilities.

The components most closely associated with people and behaviors, including the **traits, drivers, and competencies,** stem directly from our expertise in our Talent practices – with our deep expertise in psychometric assessments, and understanding of motivation, values, personality and competencies, all based on decades of experience and research. Our assessment capability is unmatched – including state-of-the-art Forced Choice Item Response Theory assessments, ability tests, 360 competency surveys, leadership and potential assessments, and many more – and this data also informs our Success Profile content. Korn Ferry has conducted millions of assessments on leaders and employees, and coached hundreds of thousands of individuals in all kinds of businesses across every industry around the world. This expertise provides unique insights into what is needed for success.

Interview Guides

Based on the specific competencies required in each Success Profile, Interview Guides enable hiring managers to streamline interviews and focus on the questions that are most relevant to the role.

Market insights

Organizations gain multiple additional data points for each Success Profile, including Pay data and information on supply and demand. This enhances strategic decision-making, for example by providing insight into how long it could take to fill a position, or whether a rewards package is competitive for a specific role.

Candidate identification

KF Recruit AI technology begins the sourcing process. As recruiters give the AI feedback on search results, machine learning functionality improves results returned. Custom branded templates are used to invite passive candidates to apply, and outreach is GDPR compliant.

Candidate nurturing

KF Recruit has Candidate Relationship Management (CRM) capabilities allowing for a full cycle of candidate nurturing, which ensures the recruiting process moves along in a timely manner. These capabilities include:

- Tracking, tagging and filtering candidates,
- Housing information about interactions with recruiters, such as email, notes, and text communications,
- Uploading supporting documents,
- Interviewing pre-screened candidates,
- Syncing candidates with CRM and ATS.
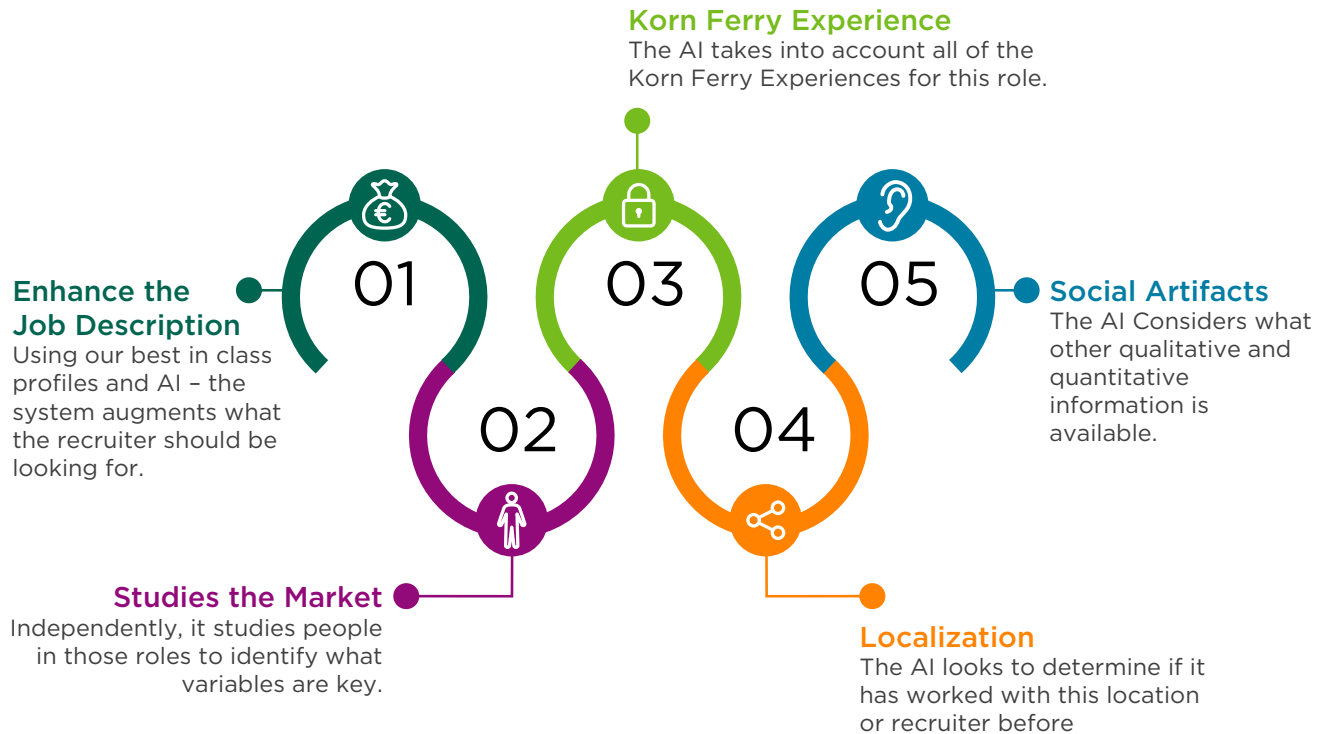
Evaluation and assessment

Korn Ferry's proprietary IP is embedded within the platform to evaluate candidates using a consistent language of competencies, traits, drivers and experiences through interviews and assessments. KF Recruit offers a seamless experience to launch talent assessments and generate personalized Interview Guides based on the results of assessments. Talent assessments are aligned with Success Profiles and available for an array of organizational levels and roles. They can be delivered via the KF Recruit platform or ATS. The assessment results can then be stack ranked against the Success Profile for an at-a-glance view of how candidates compare.

AI-enabled search: How it works

A proprietary set of search algorithms has been developed, tested and optimized for the recruitment industry. Search algorithms are powered by Deep Machine Learning – unlike static rule-based algorithms – and this technology constantly learns through a continuous influx of data to evolve and optimize itself to each specific hiring organization and requisition.

Neural Networks are leveraged in this Deep Machine Learning model so we can use multiple layers of automated data processing and decision-making models that continually improve customer and requisition-specific search criteria to find results based on external/internal data, as well as Behavioral Pattern Analytics of user interaction data (like short-listing and ignoring candidates).

- **Enhances sourcing by matching a Success Profile with a requisition or talent pool.**
  Using Korn Ferry's best-in-class profiles and AI, the system augments what the recruiter should be looking for.

- **Automates market analysis of suitable candidates.** Independently, it studies people in those roles to identify what variables are key.

- **Delivers the Korn Ferry experience through incorporation of IP and data.** The AI-enabled algorithms take into account all of the Korn Ferry Experiences for this role.

- **Utilizes global sourcing across the regions.** The AI searches for candidates from global locations and sites if the search is set to source from a list of specific countries.

- **Combines information from social artifact sites to enhance candidate profile.** The AI considers what other qualitative and quantitative information is available.

- **Looks for candidates whose resumes are provided in different languages.** The system can parse submitted resumes in different languages and use the information to feed the system regardless of the candidate's location. The current translation capability allows for 7 languages: English, French, German, Italian, Spanish, Portuguese, and Chinese.

Korn Ferry Experience
The AI takes into account all of the Korn Ferry Experiences for this role.

Enhance the Job Description
Using our best in class profiles and AI – the system augments what the recruiter should be looking for.

Social Artifacts
The AI Considers what other qualitative and quantitative information is available.

01

03

05

02

04

Studies the Market
Independently, it studies people in those roles to identify what variables are key.

Localization
The AI looks to determine if it has worked with this location or recruiter before

Integration capabilities

Our proprietary analytics and reporting dashboard are built to provide performance data and updates of information. The strategic value comes from the system's ability to aggregate the information/data from all software applications that touch a recruitment process (such as ATS, HRMS, HRIS, CRM and other HR systems and databases) into a comprehensive view of an entire talent acquisition program.

Sourcing, reporting and analytics

Sourcing candidates

Sourcing is based on broad platform capabilities to capture active and passive candidates as the system indexes millions of records from websites like Facebook, Twitter, LinkedIn, Indeed, About, Met, Xing, Jobcase, Github, Stackoverflow, Doximity, scholar.google.com and more. Additional insights are provided to those organizations that share their ATS data with the system.

Market insights and analytics

The Recruitment Insights functionality uses all available data on jobs, the labor market and demographics to provide a detailed projection of recruitment activities needed to meet business goals. The tool can be deployed through the platform and is a cloud-based application that provides the planning and analytics necessary to optimally manage recruitment.

Key features offered within this tool are: (**)

- A prioritized estimate of hiring to fill new business needs and backfill attrition,
- Scenario planning,
- Projection of the cost of talent,
- Gap action planning,
- Delivery of key insights detailed in the dashboard to support recruitment activities over 6 – 24 months,
- Provision of a detailed analysis of recruitment needs based on:
  - Business goals
  - Forecast attrition (predicted based on history, demographics, compensation, and labor market conditions)
  - Reductions.

Estimate of the recruitment costs (**)

The Recruitment Insights functionality also provides an estimate of the costs of recruitment including estimates of higher/lower compensation. The data can come from the client's HRMS, Korn Ferry's Pay tool or the client's third-party salary benchmarking firm, depending on whether the client wants to use market pay instead of actual pay for planning purposes.

Dashboard

Dashboard is a persona-based visual panel that lets you visualize the key indicators and recruitment data for your organization at a glance. It shows key insights for the recruiter, recruiter's manager and Head of Talent Acquisition to monitor sourcing and other recruiting activities.

Reports

A suite of reports offers a detailed view of the recruitment process. Reporting is available to top designated stakeholders 24/7. Account management includes tracking key performance indicators:

Quantitative KPIs
- Time to Hire
- Source of Hire
- Aged Requisitions
- Adherence to SLAs (**)

Qualitative KPIs
- Diversity Report*

* Add-on is available through service engagement.
** Available to RPO customers

RECRUIT

Welcome back, Robert. Here is your summary of jobs and activity.

VIEW BY Clients ▼   All Clients ▼   TIME PERIOD All Time ▼

OPEN JOBS View all 58   SORT BY Oldest ▼

⏱ 61 DAYS +6	⏱ 55 DAYS	🔵	⏱ 50 DAYS +21
12997710 JUNIOR JAVA DEVELOPER	**12984150 FRONT-END DEVELOPER**	**13997942 AUTOMATION ENGINEER**	**13774076 FULL-STACK DEVELOPER**
LAST STATUS	LAST STATUS	TOTAL CANDIDATES	LAST STATUS
Offer	Submitted	145	Reached Out
2	2	68 34 25 14 4	2

HELP

CANDIDATE PIPELINE View report

All Passive Active

10,980
TOTAL PIPELINE CANDIDATES

45%
REACHED OUT
(4,890)

18%
PHONE SCREENED
(4,890)

14%
SUBMITTED
(4,890)

11%
INTERVIEW
(4,890)

2%
OFFER
(4,890)

1%
ACCEPT
(4,890)

SOURCING ACTIONS View report

7%

FEEDBACK RATE

🟦 TOTAL SEARCH RESULTS
645,800

🟦 TOTAL IGNORED
38,500

🟩 TOTAL ADDED
6,750

EMAIL RESPONSE RATES View report

2,590
TOTAL SENT

13%
CLICK-THROUGH RATE

🟦 OPENED
950

🟩 CLICKED
120

ACTIVITY   VIEW BY Requisition ▼

2 hours ago
Brad Holland added 2 recruiters to **Retail Buyer USA**.

2 hours ago
Jim James changed the status of **Retail Buyer USA** to "On Hold".

11:21am • Apr 11, 2018
Josh Strictland added 3 candidates to **Retail Buyer USA**.

10:30am • Apr 11, 2018
Josh Strictland added 3 candidates to **ACME Automotive Buyer**.

1:30pm • Apr 09, 2018
Brad Holland added 3 candidates to **Retail Buyer USA**.

📄 **REPORTS**

Lorem Ipsum Report   Lorem Ipsum Report   Lorem Ipsum Report

Lorem Ipsum Report   Lorem Ipsum Report   Lorem Ipsum Report

KF Recruit Key Features

Key Feature	Feature Descriptions
Market Insights and Talent Planning	**Success Profile** • The Success Profile supports identifying and screening candidates for a particular role and market, and guides conversations with Hiring Managers with an idea of expected time to fill and attraction difficulty. • This competency-based Success Profile captures the most relevant skills, experiences, competencies, drivers and traits predicting success for a specific role and allows us to benchmark the competitive landscape for critical talent segments. • It is based on data from Korn Ferry's decades of work and research in the talent space. • It can be tailored and relevant to a client organization. • It is continuously evolving in line with job requirements and the ability to personalize role requirements. **Compensation Data** • Korn Ferry's proprietary compensation data tool is used to determine how the fit of the client's proposed reward compares to the market for a specific role. • Using reward data on more than 20 million professionals in 25,000+ companies from over 100 countries, it provides market intelligence, salary benchmarks, and insights into supply and demand. Our market insights derive from a combination of Success Profile and compensation data following historical hiring and regional heat maps that allow fact-based insight into availability of and competition for talent in specific locations.
Sourcing	**Artificial Intelligence Sourcing (AI)** • The AI Sourcing tool applies natural language processing to examine job descriptions and candidate profiles of individuals in similar roles to develop a neural thumbprint to identify candidates that have backgrounds, work experience, or profiles with a close fit to that of the vacant role. • The AI tool is connected to a wide range of databases and is overlaid with the in-depth market knowledge of Korn Ferry to even further refine the capability of the robot to find the best talent.
Screening	**Screening** • With a job posting aggregator we measure the efficiency of the sourcing channels to constantly refine our strategy. • Video interviewing and automated eScheduling are available during the sourcing phase. Candidates are sent a URL allowing them to self-schedule interviews by viewing the real-time availability of recruiters. This screening technology can be integrated with the client's ATS of choice.
Assessment* ** Add-on Subscription*	**Proprietary Korn Ferry Assessment Solution** • Korn Ferry offers a portfolio of assessments, which deliver valuable insight into the skills and behaviors, abilities and motivations of people at work. • Korn Ferry proprietsary assessment tools can be added to the platform, strengthening recruitment with automated processes that have high validity. This enhances candidate experience and quality while reducing operational burden on recruiters. • Behavior-based questions allow the creation of a structured interview plan with a set of questions specifically directed to evaluate the required competencies.
Candidate Management	**Candidate Management** • With a built-in CRM, the client can use the tool to tag and filter candidates. Discovered candidates are pushed into a requisition talent pool for further processing within the CRM.

Key Feature	Feature Descriptions
Data Privacy	**Data Privacy and GDPR**
	• The Consent Manager tool obtains, tracks and reports on a candidate's willingness to use their data in accordance with the rules defined within the system and is flexible enough to handle changing interpretations. KF Recruit is GDPR compliant.
	• Consent Manager provides the stability of a centralized consent repository, and the flexibility and assurance of regulatory enforcement across the platform. It also allows candidates to access a single location to provide, review or change consent at any time.
Analytics and Reporting	**Predictive Analytics**
	• Data-driven analysis is dynamic. It uses historical averages and labor market information, analyzes process efficiencies and the effectiveness of candidate sourcing channels to estimate time-to-fill, and continuously adapts and improves the recruitment process to drive maximum impact to cost, experience, and efficiency.
	• Additional insights are provided with the Recruitment Insights tool.
	Operational Metrics*
	• Multi-layer metric reporting capability allows the user to instantly recognize performance silos and opportunities for improvement, make better decisions with localized content, and gain real-time data into jobs (requisitions).
	• The operational metrics cover the recruitment process from sourcing to quality of hire and can be presented on a per job (requisition) basis, as well as business unit and regional cumulative views.
	* Add-on is available through service engagement.

Contact information

Please contact Korn Ferry for questions about Talent Acquisition solutions. +1 (877) 537-0505

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We work with organizations to design their organizational structures, roles, and responsibilities. We help them hire the right people and advise them on how to reward, develop, and motivate their workforce. And, we help professionals navigate and advance their careers.

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