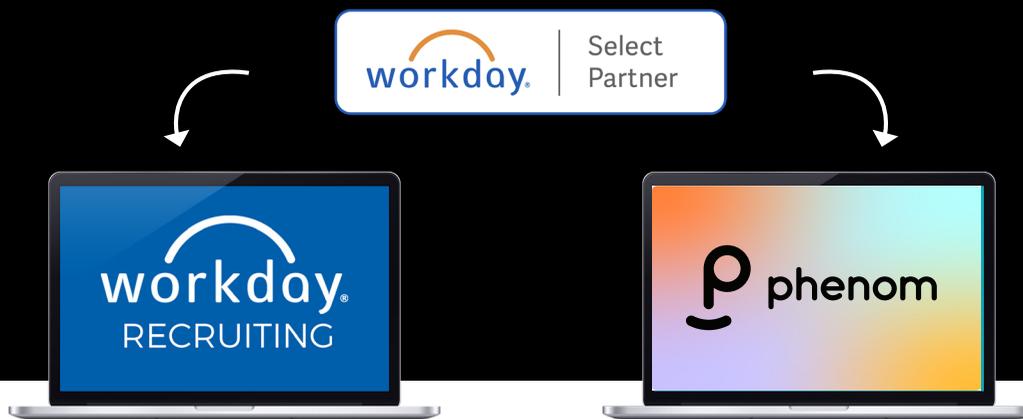


# Add Exceptional Experiences and Personalization to Workday



## Phenom Workday Select Partner Advantages

### For Talent Acquisition Leaders

- Deliver a phenomenal first impression
- Track your candidates' digital footprints
- Improve collaboration with notes, tasks & tagging
- Capture leads, track activity & gain insights
- Drive recruiter efficiency with a chatbot
- Add job and content personalization
- Communicate with email and SMS campaigns
- Leverage smart search and social network integration
- Streamline recruiter productivity with an exclusive Chrome extension

### For HRIS

- Workday certified API integration
- Bidirectional data & system integration
- Hosted apply and job pull process
- Instant site changes with drag-and-drop CMS
- Early access to Workday in a test environment

## A Single Intelligent Platform

Phenom delivers a single platform for Career Sites, Candidate Pipeline, CMS, Chatbot, SMS, Referral Application, Talent Analytics, and AI. Serving some of the largest organizations in the world, Phenom's platform eliminates multiple point solutions, reduces cost, and increases ROI for talent acquisition and talent management.



### Career Site

Deliver a hyper-personalized experience for job seekers



### Chatbot

Engage, pre-screen, and schedule candidates



### Candidate Pipeline

Discover candidate intent, engagement, and fit score



### Phenom AI

Leverage artificial intelligence technology to connect with top talent sooner



### CMS

Update and edit the career site in real-time



### Talent Analytics

Analyze data to drive better business decisions



### Phenom SMS

Communicate with candidates individually, in groups, or using keyword campaigns

# Why Phenom?

## Single Platform for Every Talent Experience

Attract, engage, and hire candidates with greater efficiency, taking your strategy to new heights.

## Award-Winning Hyper-Personalized Career Sites

Deliver a phenomenal first impression with a site that attracts the right active and passive job seekers, and can be easily managed in-house.

## Extensive and high quality candidate pipelines

Discover and rediscover quality candidates, launch marketing campaigns (email, chatbot, SMS), and view actionable insights to supply talent pipelines.

## Actionable Insights from World-Class Analytics

Make smarter, data-driven decisions and identify recruiting ROI and hiring trends based on analytics from your career site, marketing campaigns, and candidate details.

## Chatbot Powered by Conversational AI

Automate the recruiting process and drive applicant conversions with a chatbot that sources, screens, schedules interviews, and answers candidate FAQs.

## Optimized for Campus Recruiting Teams

Create and manage captivating campus hiring events and manage attendees in real-time. Track the ROI of every single event to optimize investment decisions.

## Workday Recruiting Integrations

### Job Sync

Post requisitions from Workday to the Phenom Career Site

### Hosted Apply

Apply on Phenom and move seamlessly to Workday

### University Recruiting

Push registered candidates directly from campus recruiting events to Workday.

### Hiring Status

Keep candidate hiring statuses in sync between Workday and Phenom

## The Phenom ROI

↑5X

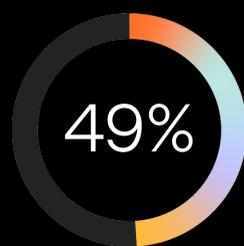
total applications



increase in site traffic

↑3X

application conversion



decrease in time-to-fill

27

passive candidates detected per visit



improvement to candidate experience

↑237%

average time-per-visit



decrease in cost-per-hire

brother

newell  
BRANDS

Southwest

LIFETIME

MICRO  
FOCUS