IBM Kenexa Talent Acquisition Suite

Attract, engage, hire, and onboard best fit candidates quickly

Highlights

- Attract and engage the best candidates for your organization by creating compelling experiences for potential applicants.
- Quickly identify and hire best fit talent through data-driven insights.
- Onboard new hires easily through mobile and social engagement experiences that start before the first day of work.

How do you attract and hire great talent?

Talent acquisition is the art and science of attracting and hiring top talent to meet your company's unique business needs. Done the right way, talent acquisition doesn't just fill jobs; it finds the very best candidates for your organization.

While your company is looking for best fit candidates, those potential prospects are also looking for companies that meet their expectations and career aspirations. Does your company look like a great employer to them? Your recruitment experience not only impacts a prospective candidate's decision to apply for a specific job requisition; it also affects their overall opinion of your brand.

To attract ideal candidates, augment your recruiting methods with marketing tools and practices that can differentiate your company and make the application process as easy as shopping online. To make your recruiters successful, provide them with tools that can help them effectively source, attract, select, hire, and onboard the right talent to grow your business.

Bring marketing practices to your talent acquisition strategies

IBM offers comprehensive and integrated recruiting solutions powered by data-driven insights to help you identify the skills you need and incorporate precision into your recruitment and hiring practices. We'll help you effectively market your company as an employer of choice to attract and hire the top candidates that will drive the success of your organization.

The IBM® Kenexa® Talent Acquisition Suite is an integrated set of recruitment solutions augmented by proven consumer marketing tools and practices to help you build proactive talent pools of best-fit talent, market to and nurture candidates, deliver an exceptional candidate experience on any device, and reduce your new hires' time to productivity. The IBM Kenexa Talent Acquisition Suite includes:

- **IBM Kenexa Lead Manager:** Innovative candidate relationship management software that is powered by a world-class consumer marketing platform to help recruiters proactively attract, source, engage, and nurture talent.
- **IBM Kenexa BrassRing:** Market-leading, global applicant tracking system to help you quickly find and hire top talent.
- **IBM Kenexa Onboard:** Flexible tool that eliminates paper, cycle time, and data-entry errors associated with onboarding new employees and accelerates the assimilation of new hires into company culture for faster time to productivity.

Source top talent, build strong relationships, and generate qualified applications

IBM Kenexa Lead Manager is an innovative candidate relationship management tool that helps you attract and cultivate relationships with top talent, resulting in a robust pipeline of candidates. Leveraging **IBM Watson Campaign Automation**, this groundbreaking digital marketing platform provides personalized email marketing, lead management, and mobile engagement for your candidates.

Key Features:

- **Easily search for candidates across the internet** via multiple external job boards simultaneously.
- **Create talent communities to target specific groups** such as alumni employees or college students.
- **Build robust pipelines** with tools that help you locate top talent and communicate in a variety of ways.
- **Create sophisticated marketing campaigns,** including messages based on candidate preferences and previous interactions.

Select and hire with ease

IBM Kenexa BrassRing is a market-leading applicant tracking system that is highly configurable, scalable, and flexible. BrassRing offers extensive language support, allowing large or complex global organizations to find, hire, and retain the best person for each position. Recruiters can find internal and external candidates with powerful search technology and can take advantage of social networks to broaden the talent pool even more.

Key Features:

- **Enhance your employer brand** with tailored Talent Gateways.
- **Streamline hiring workflows** by automating manual tasks based on your own defined criteria and triggers.
- **Save time on candidate searches** with facetted filter options and type-ahead text functionality that autofills partial and full word matches.
- **Protect confidential recruitment efforts** by limiting individual access to tiered candidate requisitions.
- **Seamlessly integrate** with other HR systems and data sources to reduce cycle time.

Onboard and accelerate

Once you've found the right candidate, **IBM Kenexa Onboard** provides a seamless bridge between the candidate experience and the employee experience. Flexible, global, and accessible features help you design the experience to suit the needs of every role and region in which you hire. Onboard also provides a mobile and social engagement experience for new hires and their managers, getting them excited, engaged, and connected with their teams even before the first day of work.

Create intuitive experiences on any device

The IBM Kenexa Talent Acquisition Suite provides an easy, transparent, and responsive experience for jobseekers. Your candidates can search for jobs, apply, get hired, and complete all their new hire paperwork from one intuitive interface. Candidates can start, stop, and continue their journey easily from one device to another. Your recruiters gain quick and easy access to priority tasks and data on any device, so they can immediately respond to promising candidates.

Add on measurement solutions

Data is the key to understand candidate behaviors and recruitment effectiveness. **IBM Digital Analytics for Talent Acquisition** is a complementary tool that measures and monitors candidate web traffic during the application process within IBM Kenexa BrassRing. It can answer these key questions:

- What drives candidate traffic into the application process?
- What are the demographics of my candidates?
- What types of devices do candidates use to access my company's application process?
- How much time do candidates spend on my application process? Where do they bottleneck?
- What actions and paths do candidates take?
- Where and when do candidates abandon the application?

To predict fit, performance, and employee engagement before you hire, look to **IBM Kenexa Assessments**. Available for many different job levels and industries, these assessments use behavioral science to measure traits, skills, and culture fit for individuals, managers, and potential leaders. Identify the best candidates using tests that measure aptitude and personality, so you can ensure they will thrive in your organization.

For more information

To learn more about IBM talent acquisition solutions, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/talent-management/talent-acquisition

References

Learn why IBM was named a Leader in the IDC MarketScape: Worldwide Modern Talent Acquisition Systems 2017 Vendor Assessment: https://www.ibm.com/talent-management/reports/ibm-leader-idc-marketscape

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