Trends in Fortune 500
Careers Web Site Recruiting

Summary

An Internet Intelligence Report
by iLogos Research
About this Report

For Fortune 500 companies, the corporate Web site – and more specifically the Careers section of the corporate Web site—is an increasingly central and significant place to manage the recruiting process. It is the interface for the corporations’ presentation and communication with its visitors, designed with the intent to convert those visitors into candidates, into members of the corporate candidate pool. Accordingly, the goals of the corporate Careers Web site are to attract Web visitors to corporate careers, convince them to pursue opportunity with the company, and finally to capture and process the candidate information.

Trends in Fortune 500 Careers Web Site Recruiting reviews the rates of adoption by the Fortune 500 of the best practices for corporate Web site recruiting in 2001. More importantly, it establishes the trends in year-to-year growth rates and identifies the leading practices. The research analysis focuses in depth on the leading best practices in terms of their growth and details their complexity. While a number of the best practices (including some with high 2001 adoption rates) are relatively straightforward and easy to implement, others require robust systems with leading-edge features to yield results.

The 55-page report includes 25 graphical illustrations and key metrics including Fortune 500 current practices, annual growth charts and graphs, and best practices screen shots.

Who Should Read this Report

Trends in Fortune 500 Careers Web Site Recruiting has been written to inform large corporations about the full potential of the corporate Web site for recruiting purposes. The trends analyzed in this report are important for executive management as well as leaders and practitioners in HR departments for large corporations to understand.

Companies today face the challenge of recruiting, hiring and retaining outstanding talent, which is now recognized as the corporate key asset and strategic advantage. The Internet and economic conditions combined have created an enormous accessible talent pool for corporations to cultivate, to communicate with and to employ, if the skill set matches the tasks at hand.
The Careers section of the corporate Web site provides an outstanding venue through which corporations can gain a competitive advantage in recruiting. Trends in Fortune 500 Careers Web Site Recruiting is for any corporate reader interested in learning how to best meet the challenges of recruiting in the Internet age.

This audience may include:

- Vice President of Human Resources
- Director of E-recruiting
- Heads of H R/Recruiting
- Corporate Recruitment Managers
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Recommended Approach

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Benefits
Recommended Approach

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Benefits
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Executive Summary

Trends in Fortune 500 Careers Web Site Recruiting presents a view of the ongoing levels of implementation of best practices among the Fortune 500, as well as an explanation of the nuances and implications of the adoption of specific best practices.

These practices automate recruiting activities that directly impact the cost, reach and breadth of candidate sourcing, and the quality of the candidate (and ultimately, the quality of hire). Any large corporation will benefit from a comprehensive understanding of the value, and the levels, of these best practices.

In 2001, among Fortune 500 companies:

- 89% have a Careers section on the corporate Web site.
- 75% post job positions on the Careers section of the corporate Web site.
- 74% post job positions and accept applications on the corporate Web site.

In 2000, 27% of the Fortune 500 did not give jobseekers the option of responding offline to job positions posted to the corporate Careers Web site. In 2001 this jumped to 34%, showing a definite trend to go to an all digital response and process mechanism among large corporations.

Overall adoption of best practices for corporate Careers Web site recruiting has increased at different rates from 2000 to 2001.

Significant trends of high year-to-year growth in specific, leading edge best practices includes:

- Job-specific Pre-screening Tools: 228%
- Job Agent: 120%
- Email to a Friend: 117%
- Reuse of Candidate Information for Multiple Job Applications: 43%
- Searchable Database of Job Positions: 16%

Implementations of some best practices have significant variation, which yield dissimilar results and are explained in the report in order to understand how corporations can optimize implementation.

- Pre-screening Tools may be designed for:
  - Generic Online Pre-screening
  - Questions-based Pre-screening
  - Skills-based Pre-screening
- Reuse of Candidate Information for Multiple Job Applications may be implemented as a:
  - Job Cart
  - Saved Candidate Account
A new best practice, posting a privacy policy has a 55% rate of adoption by Fortune 500 companies in 2001.

iLogos Research forecasts skills-based automated online pre-screening will become the centerpiece of the human capital management process for large corporations. The benefits will not only apply to recruiting but also be used to develop standardized skills platforms for the corporation that enable skills inventory, skills gap analysis, talent optimization and deployment. This practice will link human capital acquisition into human capital management, and align recruiting with corporate goals.

In addition, large corporations will rely almost exclusively on their own brand and proprietary candidate database for sourcing and staffing needs. Job Agent, Email to a Friend, Reuse of Candidate Information for Multiple Applications, and Searchable Jobs Database are representative new tactics that facilitate the attainment of that goal.
How to Order Trends in Fortune 500 Careers Web Site Recruiting

Trends in Fortune 500 Careers Web Site Recruiting may be ordered online at http://www.ilogos.com

or by calling Corinne Belanger at 1+418-524-5665 x266

In electronic format (.pdf file), Trends in Fortune 500 Careers Web Site Recruiting is USD $295. A print version of the report is USD $395 +$25 shipping & handling.

Additional publications from iLogos Research include:

Best Practices for European 500 Career Web Site Recruiting
This report analyzes the Current Practices of the European 500 group of companies, and measures them against the ideal standard set by the 20 Best Practices. The report also makes predictions for future career Web site practices and recruiting trends in Europe. (Available by order)

Perception vs. Reality: Jobseeker Behavior Online
This report is the industry's first comprehensive survey citing valuable observations about online candidate behavior, preferences and expectations to large corporations offering employment. (Available by order)

Global 500 Web Site Recruiting, 2001 Survey
Study reports online Web site recruiting activities for large global corporations has expanded significantly in Europe and Asia Pacific. (Free Download)

Best Practices for Fortune 500 Career Web Site Recruiting
A groundbreaking benchmark study of recruiting practices on the Web sites of North America's leading companies. (Available by order)

Addendum: Canadian Top 100 Companies
Addendum to Best Practices for Fortune 500 Career Web Site Recruiting (Available by order)
Global 500 Web Site Recruiting, 2000 Survey
Study on the Web site recruiting activities of the world's largest corporations finds dramatic growth.
(Free download)

Lessons from the Global 500, 1999
Comprehensive white paper analyzes Internet recruiting developments including branding, active and passive candidate recruitment, and identifies best practices.
(Available by order)

Achieving Results with Internet Recruiting, 1998
Detailed Internet Intelligence Report evaluates early adopter Internet recruiting techniques, including online and offline advertising and job board use, and assesses associated costs and efficiencies.
(Free download)

All reports are available at http://www.iologos.com/.
About iLogos Research

iLogos Research analyzes best practices and innovative information technologies to provide intelligence, strategies and results-based consulting for large corporations, to optimize human capital assets. The research-driven consulting practice produces primary data on industry trends, impact of new technologies, best practice methodologies and benchmarking to provide fundamental metrics and recommend intelligence-based actions.

Published reports and studies include Best Practices for European 500 Career Web Site Recruiting; Perception vs. Reality: Jobseeker Behavior Online; Best Practices for Fortune 500 Career Web Site Recruiting; Global 500 Web Site Recruiting Surveys; Lessons from the Global 500, 1999; and Achieving Results with Internet Recruiting, 1998. Founded in 1997 as iLogos Internet Intelligence, iLogos Research today is recognized as the most rigorous source of data for human capital Internet-related issues.

iLogos Research (www.ilogos.com) is the independent research and consulting division of Recruitsoft. Recruitsoft (www.recruitsoft.com) is the leading provider of online hiring management solutions for Global 1000 companies.

Email: info@ilogos.com

About Recruitsoft

Recruitsoft powers enterprise-wide staffing management for leading companies across many industries. Among Recruitsoft clients are Hewlett-Packard, Dow Chemical, The Gillette Company, Hyatt Hotels, Air Canada, Bank of Montreal, Nokia, Thompson Holdings, Deloitte & Touche, Canadian Tire, TELUS, Bombardier, MetLife, UnitedHealth Group.

Recruitsoft engineers the staffing process of large corporations around a profile-based approach, and helps large corporations to leverage branding within the employment world, by powering corporate career Websites and driving the greater proportion of the candidate traffic on the skills-based platform, thus enabling automatic and systematic matching.
Recruitsoft provides a complete solution for staffing management, including the software, services, and computing infrastructure to enable HR departments to rapidly improve staffing processes. Recruitsoft is considered to be the best-practice solutions provider for staffing management, based on its proprietary ACE Staffing™ methodology, designed in collaboration with large corporations to improve corporate staffing processes, from entry to redeployment.

In recognition of its exceptional staffing management methodology and technologies, Recruitsoft has received many accolades, including: “Best Overall Customer Satisfaction” – ERE Research; “Best Response Time” – RPK Group; “Best Hiring Management System (HMS)” – HR.com; “Top 100 B2B Internet Suppliers” – VerticalZOOM™; “ASP of Distinction” – VARBusiness; and “Top 10 HR Products of the Year” – Human Resources Executive.

Email: info@recruitsoft.com
About the Authors

Yves Lermusiaux

Yves Lermusiaux is president and founder of iLogos Research. On the leading edge of consulting, training and research, iLogos serves major corporations throughout the world and is recognized as the foremost provider of online recruiting information. As the head of iLogos Research, Mr. Lermusiaux forecasts and analyzes trends in human capital management and the strategic implications of the revolution the industry is experiencing today.

Mr. Lermusiaux is the author of numerous reports analyzing the Internet and its impact on the recruiting process, including Lessons from the Global 500, and Achieving Results with Internet Recruiting. His articles and commentary are published regularly in publications such as Electronic Recruiting Exchange, IHRIM, and CareerXroads.

Mr. Lermusiaux is well known as a public speaker and industry analyst on the topic of human capital, and often quoted in leading business media worldwide, including Fortune, The Wall Street Journal, Financial Times, Business Week, The Industry Standard, and Time Magazine.

Mr. Lermusiaux founded and was subsequently president and chief of research of iLogos Corporation. In September of 1999, iLogos became a division of Recruitsoft. Recruitsoft, Inc. is a leading online staffing management solutions provider for Global 1000 companies.

Prior to founding iLogos, Mr. Lermusiaux worked in London (UK) as an analyst and consultant for Romtec and MBI serving Fortune 500 companies including IBM, Oracle and Compaq.

Mr. Lermusiaux earned a degree in Physics, Philosophy and a diploma in Economics from the University of Brussels and from the University of London.
Alice Snell

Alice Snell is vice president of iLogos Research, the independent research and consulting division of Recruitsoft. As a leading industry analyst, she has authored numerous articles and reports discussing recruiting technology and human capital management issues including Perception vs. Reality: Jobseeker Behavior Online, Best Practices for Fortune 500 Career Web Site Recruiting, and Global 500 Web Site Recruiting Surveys.

Prior to joining Recruitsoft, Ms. Snell was a senior analyst at Kennedy Information, a leading information source on recruiting and human resources, where she published a number of comprehensive reports on the industry, including Recruiting Dot Com: The Impact of the Internet on Executive Search. Additionally, she helped launch the strategic partnership between Kennedy Information and The Wall Street Journal's interactive careers Web site.


Ms. Snell has been quoted in leading media including The Boston Globe, Chief Executive, The New York Times, PC Week, IT Recruiter, Chicago Tribune and CNBC.com. Ms. Snell has also contributed commentary to Electronic Recruiting Exchange, AIRS, HR.com, Vault.com and Recruiters Network.

Ms. Snell holds a Master of Science degree from Boston University and a Bachelor of Arts cum laude from Brandeis University.
### Office - North America

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<th>Phone</th>
<th>Fax</th>
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<tr>
<td><strong>San Francisco Office</strong></td>
<td>182 Second Street 5th Floor, San Francisco, CA 94105, United States</td>
<td>Tel.: (415) 538-9068</td>
<td>Fax: (415) 538-9069</td>
</tr>
<tr>
<td><strong>Québec Office</strong></td>
<td>330, Saint-Vallier Est Suite 400, Québec, Québec G1K 9C5, Canada</td>
<td>Tel.: (418) 524-5665</td>
<td>Fax: (418) 524-8899</td>
</tr>
<tr>
<td><strong>New York Metro Office</strong></td>
<td>Short Hills Plaza 636 Morris Avenue Suite 3B, Short Hills, N J 07078, United States</td>
<td>Tel.: (973) 218-1060, Fax: (973) 218-1064</td>
<td></td>
</tr>
<tr>
<td><strong>Montréal Office</strong></td>
<td>101, boul. Roland Therrien Suite 390, Longueuil, Québec J4H 4B9, Canada</td>
<td>Tel.: (450) 442-3266, Fax: (450) 442-1605</td>
<td></td>
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<td><strong>Chicago Office</strong></td>
<td>493 Duane Suite 103, Glen Ellyn, IL 60137, United States</td>
<td>Tel.: (630) 858-9462, Fax: (630) 858-4392</td>
<td></td>
</tr>
<tr>
<td><strong>Toronto Office</strong></td>
<td>5025-5045 Orbitor Drive Building 9, Suite 401, Mississauga, Ontario L4W 4Y4, Canada</td>
<td>Tel.: (905) 624-5015, Fax: (905) 624-5860</td>
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### Office - Europe

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<th>Phone</th>
<th>Fax</th>
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<tr>
<td><strong>Amsterdam</strong></td>
<td>Poortgebouw Beech Avenue 54 - 80, 1119 PW Schiphol - Rijk (Amsterdam), The Netherlands</td>
<td>Tel.: +31 (0)20 658 6699, Fax: +31 (0)20 658 6111</td>
<td></td>
</tr>
<tr>
<td><strong>Paris Office</strong></td>
<td>Multiburo 114 bis, rue Michel-Ange, 75016 Paris, France</td>
<td>Tel.: +33 (0)1 40 71 28 14, Fax: +33 (0)1 40 71 28 99</td>
<td></td>
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www.recruitsoft.com