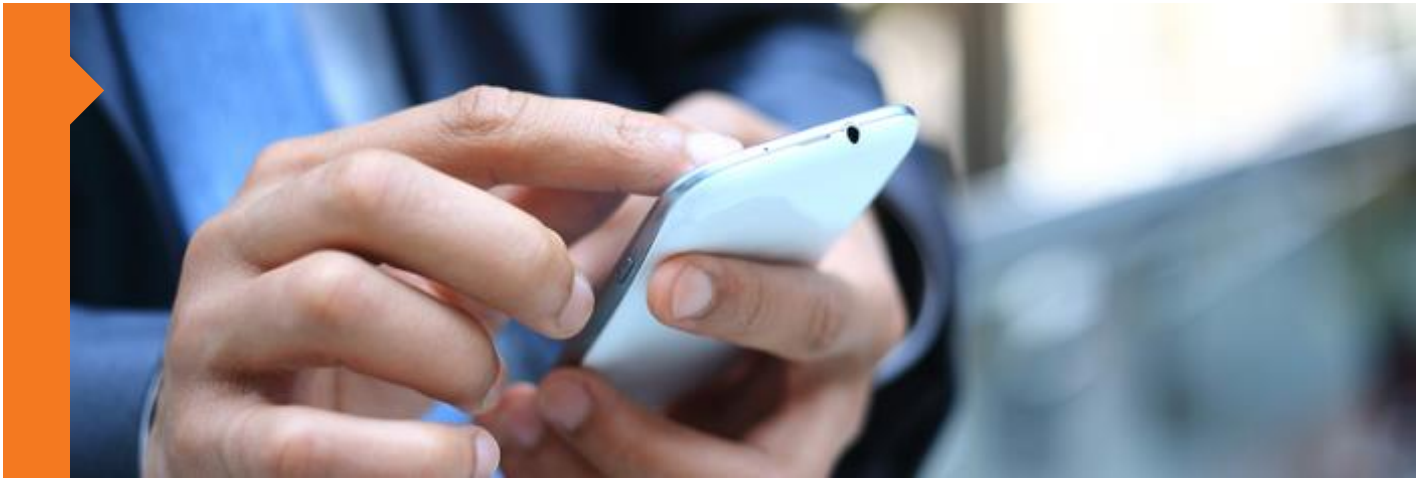


# Human Resources Mobile App



Competition breeds innovation, and in the world of recruiting, businesses need to innovate in order to attract top talent. Today's college graduate has grown up in a digital world, has likely had a smartphone for their entire teenage life and interacts with the world through their phone. Whether you're an accounting firm, an insurance company or a tech startup, you are likely battling the competition in the search for top talent. One way for employers to stand out to this next-generation of top talent is making the application process as simple and seamless as possible to applicants.

BlumShapiro has developed a cross-platform mobile solution that allows businesses to interact in real-time with candidates in a way to which they have become accustomed.

## The Candidate's Perspective

Imagine that you are senior in college looking to land your first full-time job. Autumn is in the air and your sitting in a lecture hall as a company walks through their slide deck trying to convince you that you should come work for them.

As a candidate you're interested in learning more about the company, their offices, leadership that may have attended your school and perhaps even watch some video profiles. A simply download from the respective app store of the BlumShapiro Recruiting App will allow a candidate to accomplish the above activities, perhaps while they are still attending the recruiting fair, to become more engaged with your organization.

## Human Resources Mobile App (cont.)

### Capabilities

LinkedIn profile as the resume, video recording resume, online chat and virtual tours of the companies' facilities. These and more are some of the capabilities of the BlumShapiro Recruiting App.

### Resume from the Cloud

Recruits can upload their resume from popular online cloud services like OneDrive, Google Drive, iCloud and LinkedIn.



### Video Resume

How often does a resume get glossed over because of poor formatting, lack of a catchy opening or the right keywords? The ability for a recruit to record a short introduction of themselves from their phone allows organizations to get a different perspective on a candidate. The ability for talent to digitally introduce them self via video makes it more personal. Companies that appear to be more current and relevant from a technology perspective reflect a forward thinking culture and is appealing to new talent.



Let's *imagine* doing.

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## Human Resources Mobile App (cont.)

### Virtual Office Tour

The BlumShapiro Recruiting App allows candidates to take self-guided tours of company office space. With this virtual tour companies can demonstrate their commitment to a vibrant, collaborative work style which is often times more attractive to today's candidates.



### Meet the Staff

Part of the Virtual Tour is ability for recruits too meet the staff, ask questions, read staff profiles and chat online. This gives the candidate the ability to get a real glimpse into the personalities, values and passion that their future coworkers possess.

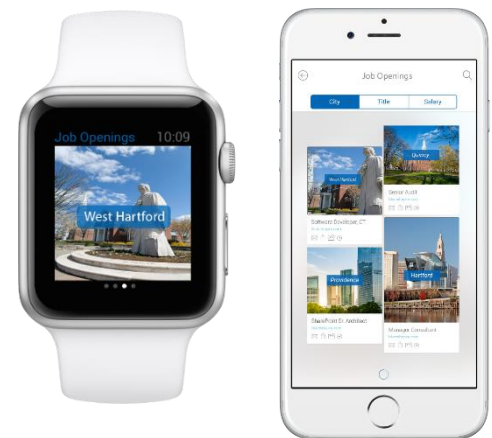


### Job Openings

While candidates can simply upload their résumé for general review they can also seek out specific job openings across different locations that may be of interest.

### Learn More

From the perspective of a candidate, providing a clean, easy to use, mobile experience as a way to interact with the HR function of an organization demonstrates a commitment to innovation and an understanding of the needs of today's new hires.



To learn more about how your company can benefit from our **Human Resources Mobile App**, please contact Michael Pelletier, Technology Consulting Partner at [mpelletier@blumshapiro.com](mailto:mpelletier@blumshapiro.com) or 860.561.6869.

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