

EMPLOYMENT BRANDING: FROM DENTS TO DYNAMIC PERFORMANCE

July 27, 2021

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WE OPTIMIZE
CANDIDATE ATTRACTION
THROUGH

STORYTELLING, TECHNOLOGY & STRATEGY

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		 Guide Dogs for the Blind	
	 Advancing Health. Transforming Lives.		
	 FRESH FISH • LIVE LOBSTER	 ITALIAN KITCHEN	
			 SMART REPAIRS
			
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CASE STUDY

- Developed and prioritized their employment brand message
- Delivered an award-winning candidate experience
- Used KPIs to improve results and get quality hires

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- 3000 employees spread over the United States and Canada
- Over 90% mobile workforce
- B2B Service Company
- Corporate office in St. Louis, MO
- 7 Recruiters and over 100 Hiring Managers

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WHY THEY GOT INVOLVED IN CANDIDATE EXPERIENCE

- It was not to win awards!
- We saw potential bottlenecks in our process.
- We saw a lower click thru rate of candidates.
- We noticed the overall time candidates were spending on our career site was low.
- All the above lead to thinking about the experiences our candidates were having.
- Our stats were sad.

A COMPANY'S **EMPLOYER BRAND**

IS  AS LIKELY

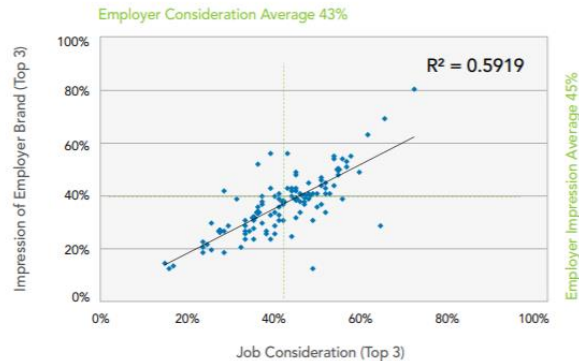
TO DRIVE JOB CONSIDERATION AS ITS
COMPANY BRAND

BRAND IMPACT

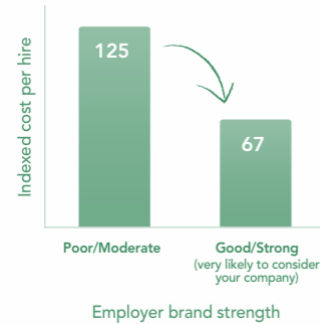


Figure 4

Impression of Employer Brand vs. Job Consideration



Impact of employer brand strength on cost per hire



https://business.linkedin.com/content/dam/business/talent-solutions/regional/nl_nl/campaigns/PDFs/why-your-employer-brand-matters-whitepaper.pdf

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STORYTELLING



Our goal is to take what we've learned through discovery and develop an employment brand platform that tells your unique story with impact.

DIFFERENTIATE.

BUILD FLEXIBILITY.

MOTIVATE.

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EMPLOYEE VALUE PROPOSITION



- **Supportive culture** with a company that knows the value of Techs
- Unlimited **earning potential** based on hard work and talent
- Empowerment to do the job your way and plan your day
- Great benefits package you typically won't find in the industry
- Excellent initial **training**, along with tools, car, phone, etc.
- **Flexibility** and good work/life balance
- Advancement potential within Tech role or into Management
- Fast pace, dynamic work and plenty of **variety**
- **Stable and growing** company that leads the industry

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STORYTELLING Concept Creation



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STORYTELLING Brand Guidelines



GRAPHIC ICONS AND PHOTO TREATMENTS

GRAPHIC ICONS

- PDF Tech
- Paint Tech
- Key Tech
- Wheel Tech
- Interior Tech
- All Techs

PHOTO TREATMENT



Graphic icons can be used with supporting headlines. When creating a website, presentation or promotional copy, these elements should be used to create a cohesive look and feel.

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EMPLOYMENT BRAND CONCEPT

BE A WIZARD

Our theme is a wizard in a jumpsuit to make contributions to your Dent Wizard, a company that knows their value and appreciates their talents. Dent Wizard knows the magic they can do, and often great results in return. The theme also evokes Dent Wizard as a place where Techs are considered the most important element to success.

Headlines that provide our theme focus and the value that the Techs provide to customers and Dent Wizard in a way that is fun and engaging. These headlines are designed to be used in a variety of ways, including on social media, in print, and on the website.

Finally, we can use a wizard hat to represent the Techs and the people who do it. The headline is a great way to represent the Techs and the people who do it. The headline is a great way to represent the Techs and the people who do it. The headline is a great way to represent the Techs and the people who do it.



DENT WIZARD EXTERNAL EMPLOYMENT BRAND GUIDELINES

CONCEPT BUILD OUT

DIGITAL:

Cover website will be created using employment brand design and color, along with recruitment focused copy and content. In print it is a wizard. Social media and internet banner graphics should also follow brand theme and colors, while conforming to the space required. These may be created with general or job specific messages, depending on the context and recruiting needs.



DENT WIZARD EXTERNAL EMPLOYMENT BRAND GUIDELINES

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Storyboards and prep

Interview questions for Tech roles

How would you describe Dent Wizard and what the company does?

What do you do in your role at Dent Wizard? Talk about your average day. What is the most satisfying aspect of your job?

What are some of the things about the job that a candidate should know before they join? Talk about challenges like the weather and the physical stamina needed.

In addition to technical abilities, what other skills do you need? Is there a customer service component you can talk about?

Are you able to work independently in your role? Tell me about how you manage your time every day. How does that lead to flexibility?

Tell me about the compensation plan you are on at Dent Wizard. Talk about your earning potential and what it takes to maximize it.

Describe the benefits package that Dent Wizard offers. How does it stand apart from other companies? What are some of the best benefits you receive?

What is the culture like at Dent Wizard? What is your relationship with your Manager and other Techs like?

How does the company support you in your everyday work?

What is the initial training like at Dent Wizard? If you did the onsite training, tell me what that process was like and what value you received from it?

Video Directions for the day of shoot

The entire interview process should take about 30-45 mins. Not including camera set-up, lighting and sound. Additional time will be needed to shoot b-roll afterwards.

Have everyone who appears in the video sign a release form.

Prior to the interview, sit with the employee to review and get them to relax, as most are very uncomfortable being on camera. Ask questions related to their responses, and also ask non-shoot related questions. The best natural responses are unscripted.

Explain the process, they are 1 of 3 in the video, so if they make a mistake, it's okay. Remind them to smile and laugh, and encourage them to show their personality throughout.

Have everyone who appears in the video sign a release form.

Film interviewees in the environment they work in, as they'll be more comfortable there. Keep co-workers away from the set, they tend to distract the interviewees.

If possible use a dolly or slider to add movement during interview filming and b-roll footage. Shallow depth of field looks best.

Have them say their name and title. Always good to have, even if it is not used in the video.

Try to encourage the employees to speak in full sentences rather than fragments, and incorporate phrases like "As a PDR Tech" or "With Dent Wizard" to emphasize the company and the job several times in the video.

Dent Wizard PR-170DS
Paint Tech

Page: 2

Video



Audio

Chaz: "I've been a lot of freedom with the company, especially if you're a family man. No one is looking over your shoulder, and you can schedule your days the way you want as long as the work gets done."

Tim: "Dent Wizard is growing, so we always have work. You don't have to be worried about having enough jobs."

Greg: "I feel like part of the family and not just a number. A lot of people are willing to help and want to see you succeed."



Tim: "In addition to painting skills, you need to be self-motivated to be successful. Hard-working, dependable and friendly are good qualities to have."

Chaz: "Discuss we are working at customer sites, you need to have an outgoing personality to be able to get along with them, some additional work and build the account."



Greg: "I like working outside, but you need to know that you might be out there in all kinds of weather. So you better be tough."



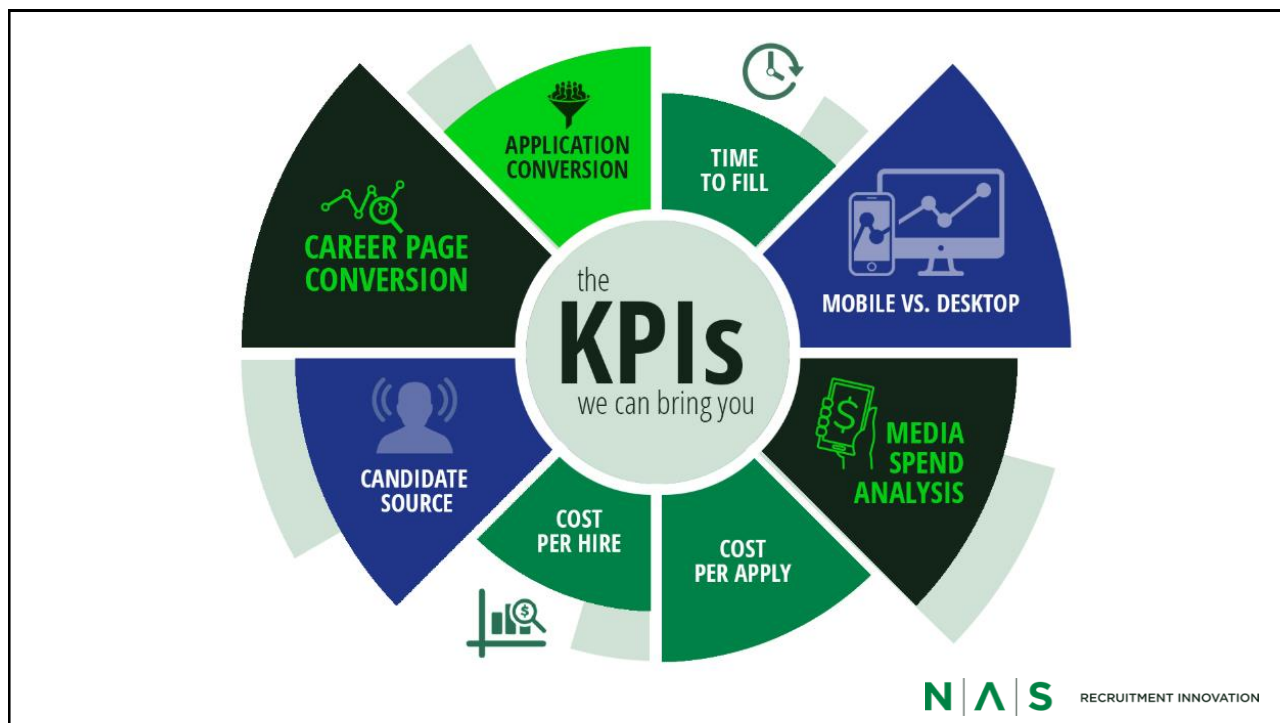
Tim: "Dent Wizard offers on-the-job training with experienced Paint Techs on our comprehensive color matching systems and special techniques. They also support you getting certifications and advanced training with organizations like PPG and BASF."

Realistic preview section: In this section, we focus on some of the qualifications for the job to make sure that candidates understand the challenges and requirements that are necessary to succeed.

Support section: We'll move into a section where Paint Techs discuss the training and career growth possibilities, as well as the support they receive from Dent Wizard.

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SURVEY RESULTS



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METRICS



Measures of Success

Measures	Definition	2019 Benchmark	2020 Goal
Bounce Rate	% of individuals who visit a site without clicking on any links or information	40% of visitors to our career site exit the page without clicking on anything	Reduce to 30% of visitors exiting the page without clicking on anything
Engagement Time	Amount of time (outside of application process) an individual spends browsing career pages.	Currently this sits at an average of 3 minutes per visitor	Average greater than 6 minutes per visit

Metrics of Success

Success Metric	Definition	2019 Benchmark	2020 Goal
Click-through rate (CTR)	% of candidates engaging in tangible actions when viewing an open job.	(a) 6.8% of those viewing a job start an application (b) 33% of candidates who start an application complete it	(a) Increase to 10% in 2020. (b) Increase to 50% in 2020
Organic Applications	% of applicants who come from searches directly to Dent Wizard vs. job boards such as Indeed, Craigslist etc.	(a) 71% of candidates come from Job Boards (b) 19% of candidates come through Dentwizard.com	(a) Decrease to 60% in 2020. (b) Increase to 30% in 2020
Dollars spent on job boards	\$ spend on job boards compared to the number of positions posted	2019 earmark is for \$200,000 in job board postings.	Reduce by 15% of 2019 Ratio

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Measure of Success

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		(b) 33% of candidates who start an application complete it	(b) Increase to 50% in 2020

Total 2020 Stats:

- ✓ **Job Views: 33,938**
- ✓ **Apply Starts: 12,202**
36% of those viewing a job, started an apply **(Increase of 29% from 2019)**
- ✓ **8,059 Apply Completes**
66% of those starting apply, finished **(Increase of 33% from 2019)**



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Measure of Success

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		(b) 19% of candidates come through Dentwizard.com	(b) Increase to 30% in 2020

Organic Applications:

- ✓ *48% of applications were through direct entry*
(increase of 29% from 2019)
- ✓ *34% of applications were through campaigns/job boards*
(decrease of 26% from 2019)



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Measure of Success: Engagement Time

Measures	Definition	2019 Benchmark	2020 Goal
Engagement Time	Amount of time (outside of application process) an individual spends browsing career pages.	Currently this sits at an average of 3 minutes per visitor	Average greater than 6 minutes per visit

Total 2020 Engagement Time: 2 minutes, 52 seconds

Device Type Breakdown

2 min, 44 seconds == Smartphone

3 min, 12 seconds == Desktop

2 min, 57 seconds == Tablet

Primary audience volume (62%) was through mobile device, which industry standard suggests that between 2-3 minutes is average engagement. Although we did not achieve a 6-minute engagement, **average candidate actions per visit (clicks, page views, engagement) did increase** from 2.9 to 5.5 by end of year. Showcasing although time did not increase, engagement did.



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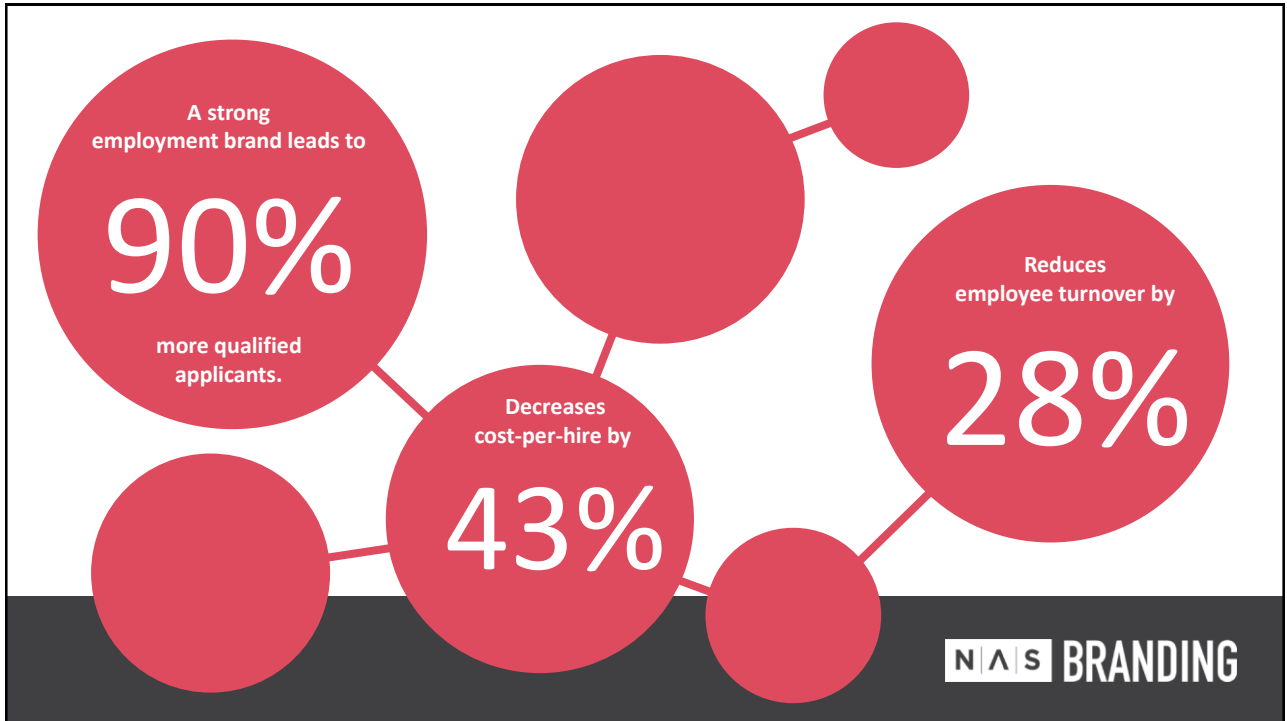
ACTIONABLE RESULTS



- Continually increased our cNPS to up over 50%
- Went from "I think" to "I know"
- Launched and optimized our process, employer branding and career site
- Increased referrals
- Decreased Time to Fill
- Decrease Cost per Hire
- Improved reviews on multiple sites like Glassdoor, Indeed and Google



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THANK YOU

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