

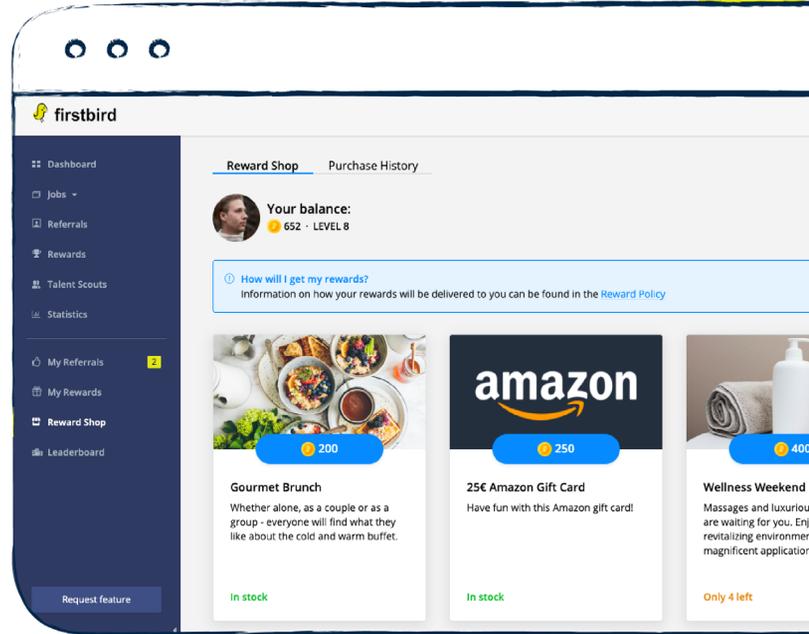


The Employee Referral Program

At a Glance

About Firstbird

Firstbird connects people with their vocation and companies worldwide with suitable candidates. With Firstbird, employees become brand ambassadors and referrals become their most successful recruiting channel.



Why referrals?

Referrals are everywhere. They guide us in our decision making. This also applies to recruiting. Referrals are:

FAR-REACHING

Every employee has up to **1,000 LinkedIn¹** and **340 Facebook** contacts² in their network.

MATCHING

Referred employees fit in **culturally** with the company.

CREDIBLE

Employee referrals are the **most authentic** form of employer branding.

FAST

Referred candidates are **hired more quickly**.

COST-EFFECTIVE

Referrals are **cheaper** than head-hunters or job advertisements.

SUSTAINABLE

Referred employees **stay with the company longer**.



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¹ Statistics 2018, ² Brandwatch Facebook Statistics 2019

Why a digital employee referral program?

Referrals are the most valuable recruiting channel. Nevertheless, many companies fall short when it comes to referrals. Employee activities, such as sharing jobs, remain unrecognized. The tracking of who referred who becomes blurry. The administrative effort becomes complicated and a burden. Consequently, employee activity often drops off after a short time. Referrals stop coming in. This does not happen with Firstbird.

Firstbird Product Features



EMPLOYER BRANDING

Colour your world.

Firstbird changes the colours of its feathers just for you and adapts to your corporate identity. You can enrich your job ads with content, such as videos and images, that your employees can distribute with your jobs.



SOCIAL REACH

The most powerful form of advertising is done by satisfied employees.

Firstbird is linked to all major social networks. Employees can also refer suitable candidates directly.



MATCHING & FEEDBACK LOOPS

Good communication is half the battle won.

Firstbird matches jobs with the departments and locations of employees. This means they are informed about positions that are of interest to them. Your employees will also be kept up to date with every step of their referral.



REWARDS

Appreciation, the key to success!

With Firstbird, your employees receive points for every activity. These points can be used for appreciation incentives. This boosts the referral rate. With the Firstbird reward shop, you can also add your own selection of rewards that your employees can redeem.



INTEGRATION

Everything from a single source.

Firstbird can be seamlessly integrated into your business processes. (Applicant Tracking Systems, Single Sign On & User Provisioning and Communication Systems)



MOBILE

Firstbird anytime, anywhere!

Experience shows that jobs are not shared while employees are at work, but also when they're on the go. The Firstbird2Go app makes it all possible and gives your employees the chance to participate in your referral program at any time.



REPORTING

If you don't measure it, you can't improve it!

With Firstbird statistics you can see which networks are performing the best, which employees are your most active brand ambassadors and how many potential applicants you reach.