



The Employee Referral Program

Recruit better candidates faster with Firstbird and SmartRecruiters

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.



Firstbird is SmartRecruiters Preferred Partner and can now be used by SmartRecruiters customers as a seamless integration.

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

Referrals are a **better cultural fit** for your company.

CREDIBLE

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

FAST

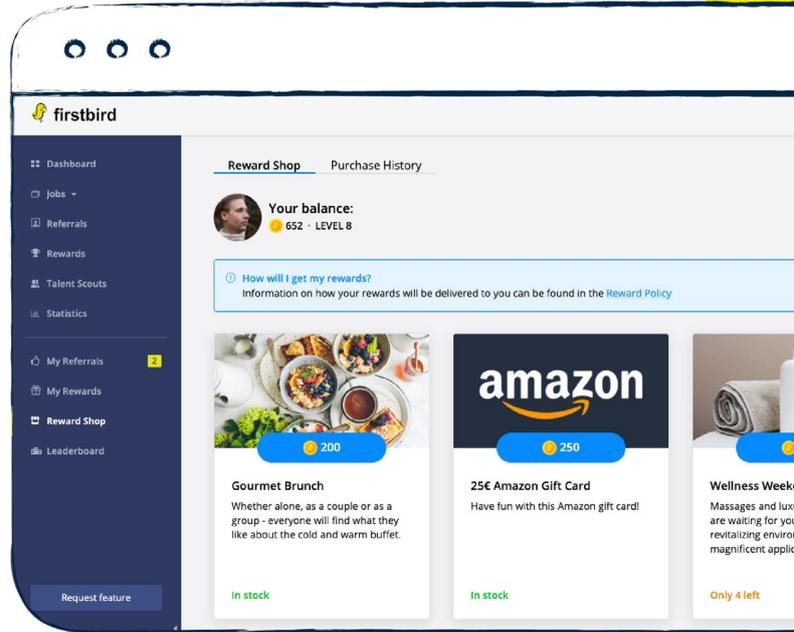
Referred candidates are **hired more quickly**.

COST-EFFECTIVE

Referrals are **cheaper** than headhunters or job advertisements.

SUSTAINABLE

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



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 referrals from employees becomes blurry and requires a high administrative effort. As a consequence, employee activity often drops quickly and referral rates decrease. With Firstbird, all these problems are solved resulting in referrals becoming your main recruiting channel.

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 easily share jobs with peers, connections and people they know. They 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 Smart Recruiters as well as other communication and business systems, including Single Sign-On and User Provisioning.



MOBILE

Firstbird anytime, anywhere!

Jobs are not often shared, or referrals made, while employees are at work. Most employees share open positions when they are on the go. The Firstbird2Go App gives your employees the opportunity to share jobs and make referrals any place, 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.