
Recruiting intelligence



**Smart technology.
Employer branding.
Expert guidance.**

Contents

Recruit with intelligence	2
The art of engagement	3
The Cazar solution	4
• Adding intuition to technology	4
• Honing recruitment management	4
• Five steps to workforce greatness	5
• Master your career website	7
• Build a talent goldmine	11
• Being on the cloud: it matters	12
• Stay ahead. Go mobile	12
Contact us	13



Recruit with intelligence. Conquer your industry.

The digital era has dramatically changed the world. Not only are companies working more efficiently, they can recruit more extensively. Yet, many employers still fail to build a powerful workforce. Attracting high-calibre candidates is tough to begin with. Spotting top talent among a huge volume of applications is infinitely difficult.

Now you can harness the digital opportunity to become an effective, self-sustaining recruiter. With our complete suite of services underpinned by world-class automation technology, you can build an impactful workforce, while cutting costs and time-to-hire doing so. We deliver engaging recruitment websites, supporting strategies and our Sniperhire platform to turn companies like yours into hard-hitting employers.

Sniperhire by Cazar has helped clients to reduce their recruitment costs by up to 85% and to slash time-to-hire by up to 60%. Since 2003, we have been working with major companies including Qatar Airways and DP World. Today, with offices across Asia and the Middle East, we serve clients in 64 countries.

Recruitment Costs



85%

Time to Hire



60%

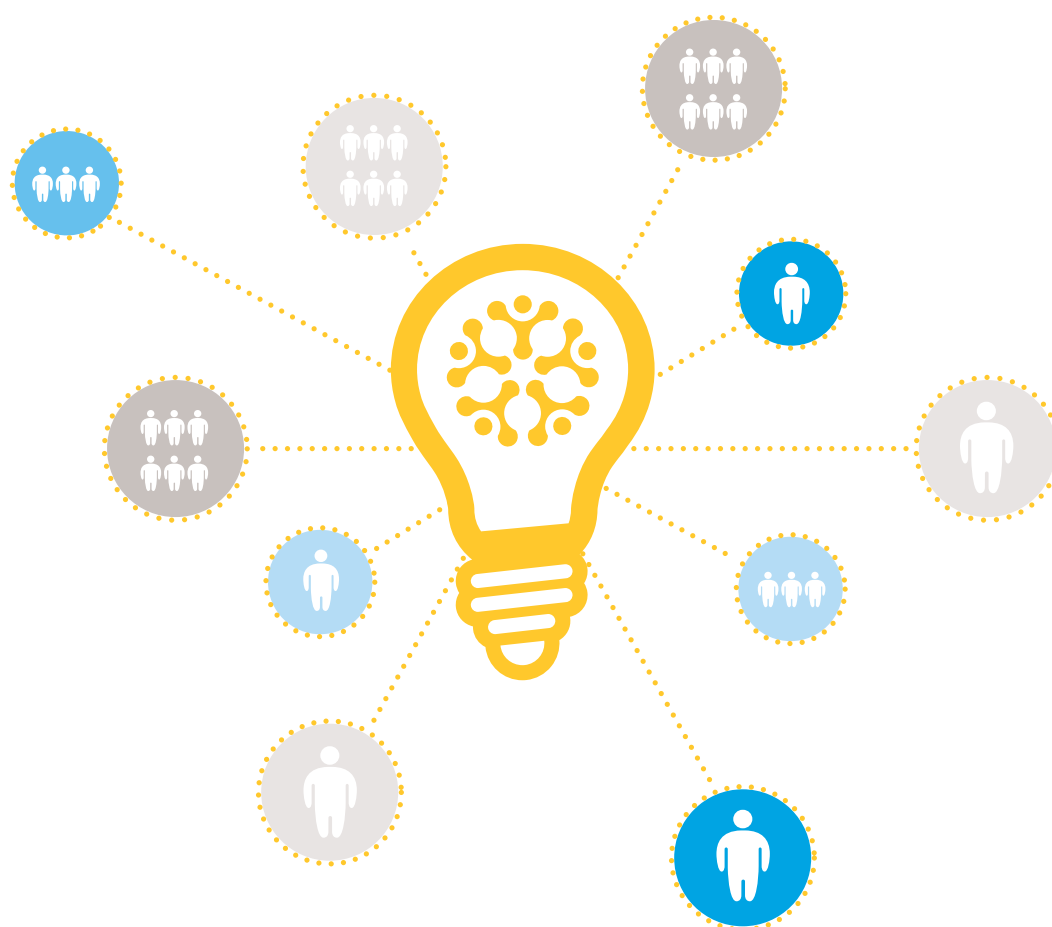


The art of engagement

Attracting the right candidates is dependant on where and how you communicate your career opportunities.

That's why we bring more to the table than mere technology. We offer comprehensive recruitment marketing services so that you can approach your vacancies like a product - making them attractive and visible to your target audience.

From analysing your vacancies to micro-marketing the positions to the right people in the right place, we will ensure that your recruitment strategy delivers the results that the business needs.



On average, we implement Sniperhire in 8 weeks, with clients seeing ROI within 6 months.



The Cazar solution

Cazar brings you a mix of services and cutting-edge technology to deliver a customised recruitment solution that fits your company culture and business objectives.

Our service teams integrate with your company during the design and implementation phases. We share our expertise and get involved in transforming your internal processes. When you work with Cazar you not only get our Sniperhire enterprise software – you receive a complete solution so you can excel in the modern age of recruitment.

Adding intuition to technology

It takes more than technology to cultivate a new recruiting culture within an organisation. That is why we get involved in every aspect of your recruitment project, transferring our knowledge along the way.

As ex-recruiters, we carry a deep understanding of your challenges. We know how to tackle them; how to transform your recruitment function and make it deliver in the modern context of the Internet.

We are here to help you succeed. So as we implement the Sniperhire platform, we can also fill the gaps technology can't, such as:

- Driving quality candidates to your website
- Designing an internal mobility programme
- Implementing an efficient recruitment process
- Building a comprehensive vacancy library
- Formulating strong screening questions to identify top talent
- Designing and optimising your onboarding process

At Cazar, we have worked closely with clients of varying sizes across a multitude of industries, enabling them to recruit successfully. On average, we implement our entire solution within 8 weeks, with clients achieving 100% ROI in less than 6 months.

Honing recruitment management

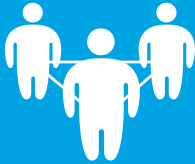
With Cazar comes Sniperhire, the enterprise software that automates the entire hiring process. It brings intelligence to your recruitment, streamlining it for unparalleled results. The platform's flexible configuration and multi-tenant architecture also mean you continuously benefit from the latest industry tools and trends, so you are always on top of the recruitment game.

Whether you are a small business or a complex multinational conglomerate, centralised or decentralised recruitment function, we offer the scalability to accommodate your organisational demands.

Five steps to workforce greatness

We bring focus to the recruitment process so you can cut inefficiencies. With the benefit of automation and multiple online tools, Cazar makes recruitment management infinitely simpler. By sharpening five key areas we help you to obtain and maintain talent like never before.

1



Source

Achieve targeted awareness of your vacancies in minutes.

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Different job seekers look for work in different places. With Cazar, you can ensure that the right ones see your job opportunities, no matter where they are.

With our guidance and flexible Sniperhire software, you can instantly post vacancies on all the relevant channels, including social media websites, job boards, your career website and intranet for targeted awareness.



2



Engage

Attract the right candidates with a compelling & innovative career website.

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Your website is the place where all your candidates go, regardless of where they originally heard about your career opportunities. Make it an engaging tool that captures talent. Studies have proven that a well-designed career website produces more hires than any other source. Make yours a strategic candidate touchpoint that attracts quality applications. We deliver bespoke, SEO-optimised portals with innovative features to differentiate you from competing employers.

Our customisable screening and scoring module flags the candidates most relevant to you.



3



Hire

Cut through the clutter, identify and hire top talent swiftly with our powerful tools.

Even if you receive thousands of applications, Sniperhire lets you identify top candidates quickly. Sophisticated features such as search and track capabilities, an innovative interview module and communication tools, make the delays of manual recruitment a thing of the past.

With our scoring and screening system, you can create online interview questions, set their individual level of importance and Sniperhire will automatically rate applications, identifying the ones that are most relevant to you. Sought-after skills can be flagged and specific answers instantly screened out. This means the pool of applicants is narrowed down to the most suitable candidates before you even look at the applications.

4



Onboard

Maintain new employees' interest while ensuring they hit the ground running.

Ensure a smooth onboarding process and keep new recruits engaged up until the moment they start work.

We can design a comprehensive onboarding process – it includes a dedicated onboarding website and a fully configurable Sniperhire module to manage all the internal and external procedures related to the arrival of new employees.

5



Report

Get instant access to recruitment statistics, from simple metrics to complex analyses.

Sharpen your recruitment tactics. Sniperhire's full reporting suite gives you instant access to recruitment statistics – from detailed metrics on specific steps of the hiring cycle to complex high-level analyses. Identify bottlenecks, stamp out inefficiencies and track performance with our reports.



Master your career website

A career website is the single most important place to sell your vacancies. Top candidates wish to apply to top organisations and an effectively designed career site will ensure the right people respond to your job openings.

There are four possible outcomes when someone visits your career portal. These are:

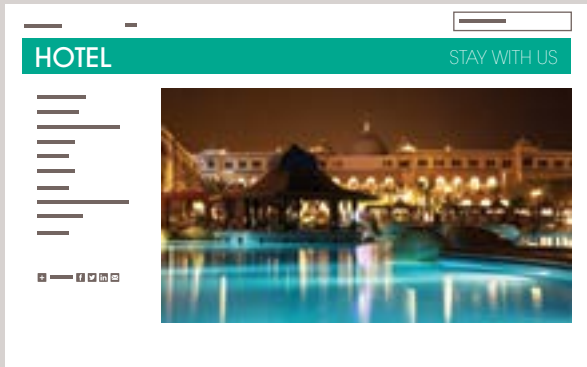
1. Apply for a vacancy
2. Leave and return later to apply
3. Share the vacancy or your website with their network
4. Leave without taking action

We fine-tune every detail of your career site to maximise the first 3 behaviours. Through smart design and online strategies our clients receive millions of online visitors. Ultimately, they hire 1 in 4 employees through the portals we design for them.

Career websites –
the art and science
of engagement

Unleash your employer brand

Candidates visit your website for reasons that differ vastly from those of potential customers. That's why we create attractive career websites that are custom-made to fulfil their needs.



Company corporate website look and feel



Company career website look and feel

Attract the right candidates

Every business has its own employer DNA. Deliver the online user experience that will generate interest amongst your target audience.

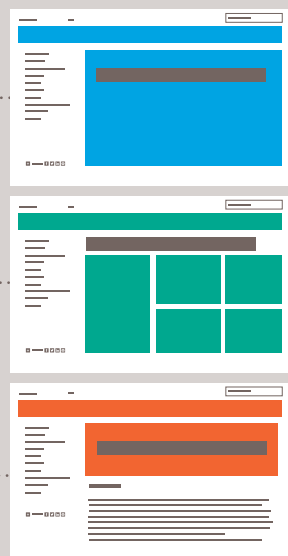


Represent all your brands

Does your organisation have several business units, each with its own distinct brand? Our designers can create bespoke career websites that perfectly reflect the identity of each.



Holding company career website



Sub-company career websites

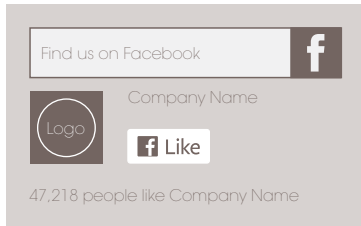
Go viral

Make your vacancies easy to share on Facebook, Twitter, LinkedIn and other social platforms.



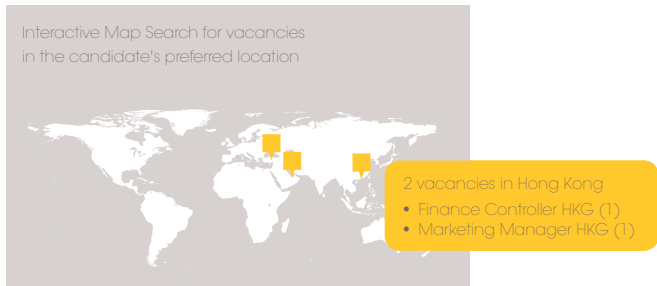
Engage using social media

Grow your social media following.



Enhance the candidate job search

Interactive Google maps to display jobs per region, country, city or office.



Comprehensive vacancy search engine

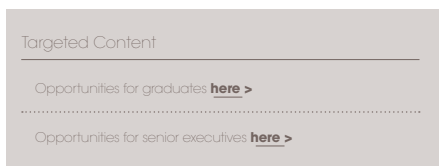


Highlight your important job opportunities



Deliver targeted information

Feature attractive visuals and compelling content to engage specific candidate groups.



Employee success stories

Display employee testimonials that top applicants can identify with.



A sophisticated candidate self-service tool

Enhance your applicant's user experience by letting them plan their interview schedules, manage their offers and keeping them informed on their applications.

Interviews	Offers	Applications	User Log Out
Interview 1: Mr xxx	00 - May - 0000	00AM - 00AM	<input type="checkbox"/>
Interview 2: Mrs xxx	00 - May - 0000	00AM - 00AM	<input type="checkbox"/>
Interview 3: Mr xxx	00 - May - 0000	00AM - 00AM	<input type="checkbox"/>

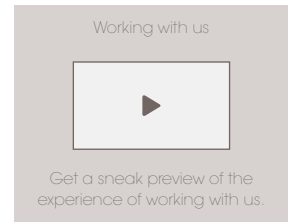
Keep top candidates up to date

Timely job alerts will keep top talent aware of your latest vacancies in real time.



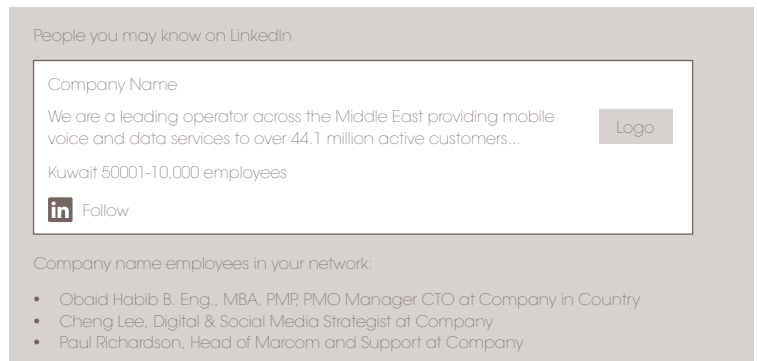
Showcase rich content

Provide a dynamic visual experience by displaying your latest corporate video or any other candidate-facing footage.



Harness the power of networking

Show visitors how their LinkedIn network connects them to current employees in your organisation.



Feature your latest recruitment events

Have candidates pre-register for their upcoming events.



Superior performance and delivery

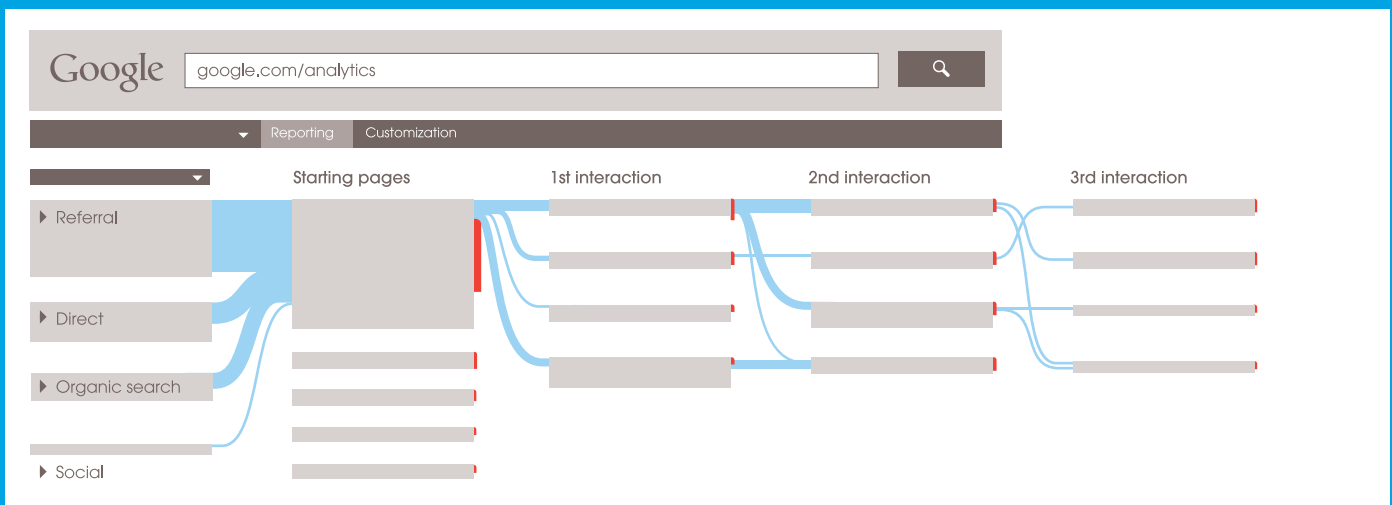
Our web experts ensure that every technical element on your career site works efficiently, with the aim of offering an engaging and seamless user experience.

This includes:

- Image optimisation
- HTML compression
- Video content delivery network (CDN)
- Caching for faster page loading

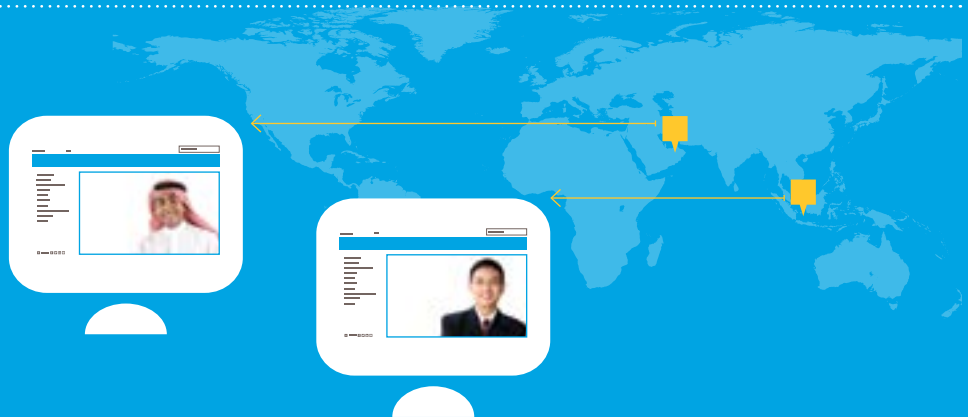
Insightful analytics

Access your latest website statistics and get insightful traffic and candidate behaviour data through Google Analytics or any other sophisticated web reporting tool of your choice.



Deliver relevant content worldwide

Automatically customise your featured vacancies, employee testimonials, videos and other valuable information depending on where your candidates are geographically located.



Capture candidates everywhere

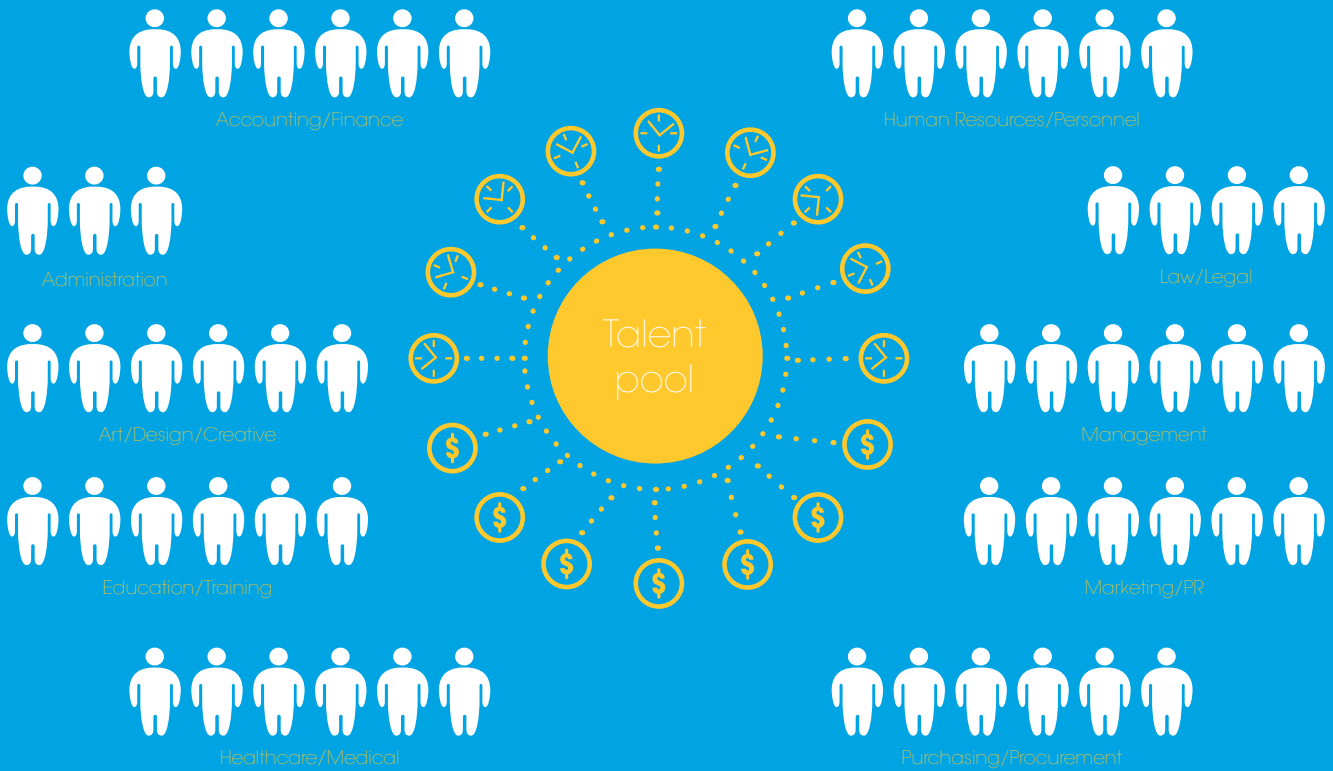
Deliver a perfect website experience regardless of the device candidates are using. All our websites are designed to be tablet-friendly and can be specifically designed for mobile platforms. Applicants also get access to a fully mobile-optimised online application process.



Build a talent goldmine

Our clients hire 23% of their employees through their pool of previously screened applicants, saving both time and valuable resources. Now you can do the same. Sniperhire lets you store and categorise quality applications for future reference, creating a ready talent pool. So whenever a new headcount requirement is identified, you can start organising interviews the same day.

23% of employees are hired through a pool of previously screened applicants.





Being on the cloud: it matters

The cloud is revolutionising the way companies manage their business, including talent acquisition. The Sniperhire recruitment platform is cloud-based with a multi-tenant architecture, and that matters.

It means our solutions are designed so we can easily configure them to meet your specific needs. At the same time, the architecture allows us to provide you with upgrades and new features every 8 – 10 weeks. This eases adoption and ensures you can always take advantage of the latest opportunities in the recruitment market.

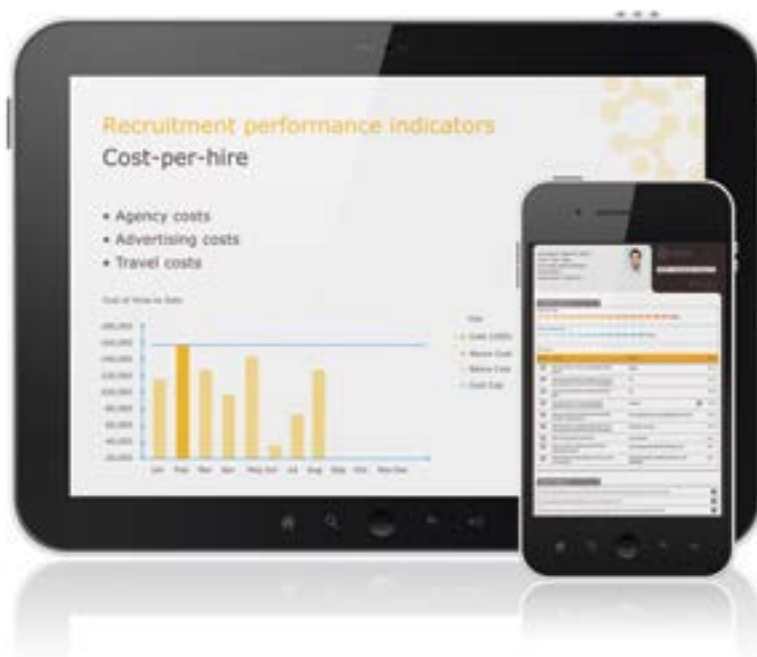
With Sniperhire, clients:

- Can implement an enterprise solution in only 8 weeks
- Do not require any expensive software upgrades
- Receive all upgrades seamlessly with access to online training videos
- Always have the latest features available to them
- Have massive spare capacity regardless of the amount of traffic on the system

Not only is this more cost-efficient, but it also delivers better results.

Stay ahead. Go mobile.

With smartphone and tablet adoption rates skyrocketing, you need to stay relevant and accessible. We develop innovative career websites expressly for mobile browsers so candidates can engage with you and complete applications anytime, anywhere. Moreover, your recruiters and hiring managers can now perform tasks on the go, thereby speeding up the process.



Contact details

If you would like to find out more about how we can help your business, please contact the Cazar office closest to you.

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cazar.com



Driving bottom-line results for
employers worldwide.

