

# Capture the Mobile Opportunity

How Cazar can help your organisation become a leader in mobile recruiting

## Your Candidates are Mobile

Mobile technology is driving big changes in talent acquisition, the same way the internet changed the face of recruitment in 10 years ago.

The reality is that everyone has gone mobile: clients, employees and your own candidates.

People in general spend a lot of time shopping, communicating and researching on their smartphones or tablets. It has become mainstream and users have now grown to expect their mobile screens to present them with simple ways to find the information they need and intuitive calls to action.

This also applies to mobile candidates: they want quick and easy access to your career opportunities.

**Consider the following:**

- 79% of Internet users in 2014 will access the Web from a mobile device
- 25% of your career website visits, on average, come from a mobile browser
- 23% of Google job searches originate from a mobile

At this rate, mobile will quickly become the primary means for job seekers to find, promote and share content; and employers must factor this exponential rise of mobile usage into their talent acquisition strategy.

## The Beauty of Responsive Design

At Cazar, we have embedded mobile throughout our entire solution so that you can capture, engage and hire on-the-go talent.

Our experts will craft your career website with a Responsive Web Design approach, so that it delivers an optimal viewing experience across a wide range of devices, from mobiles to desktops.

This offers your mobile candidates easy reading and navigation with a minimum of resizing, panning, and scrolling.



A look and feel that is targeted to your future talent

## Key Highlights

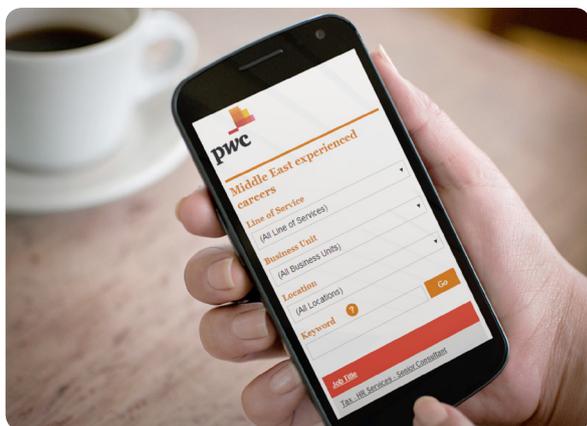
- Automatic device detection across all platforms
- Complete website navigation on all mobile devices
- Optimally delivers your employer brand
- Fully SEO-optimised



## Smart Mobile Application Process

People are increasingly using their smartphone and tablet to perform online “transactions” such as purchasing, making a reservation or requesting information. Why? Because it is convenient and brands are making it easy to do so.

Likewise, candidates want to apply for jobs using their mobile device but the experience must be user-friendly. Attention spans on mobile devices are short, so having to answer a large number of questions or navigating through long pages can lead to high candidate drop-off rates.



Cazar’s easy to search and apply features

At Cazar, we know that designing a great mobile application experience is more than just about shrinking your content.

We streamline your career website’s online application process so that your candidates’ journey be relevant, simple and efficient. Not only will you benefit from capturing these mobile applicants, but you will also leave them with a strong first impression.

“Candidates want to apply for jobs using their mobile device but the experience must be user-friendly.”

## Key Highlights

- Easy to use job search tools
- Apply now or later feature
- Quick and straightforward CV upload
- Can stop and resume application later
- Reminders are sent to complete application

### Accelerate recruitment

As an employer, you want to optimise your practices to eliminate friction from the candidate experience and set yourself apart from competing employers.

Cazar’s Sniperhire platform offers recruiters and line managers time-saving mobile features to speed up their internal and external processes, thus reinforcing the candidate’s positive impression of the company.

- SMS status updates throughout recruitment process
- Automatic email alerts
- Tablet-optimised back office tools

