

Building a Competitive Employer Brand Through the Recruitment and Offer Process

Today's Presenters:



Miles Hobby
VP, Product



Emily Kent
Director of Talent Acquisition



Jordan Evans
Offer Letters Account Executive

Today's Agenda

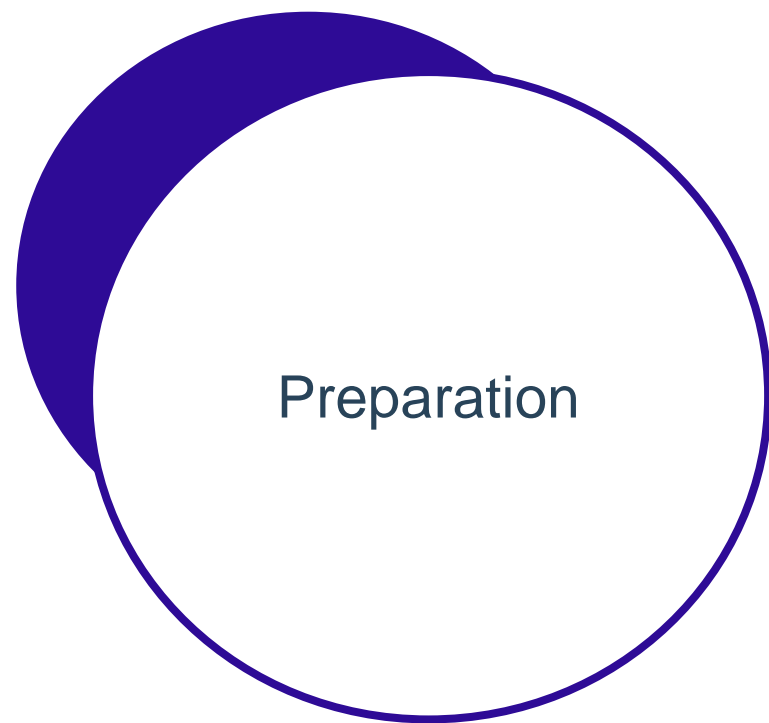
- Best practices on the candidate experience
- Introducing Agora
- How Payscale is enhancing our candidate experience
- Visual Offer Letters Demo

Best practices on the candidate experience

The recruitment life cycle



Two main themes of an exceptional candidate experience



Preparation

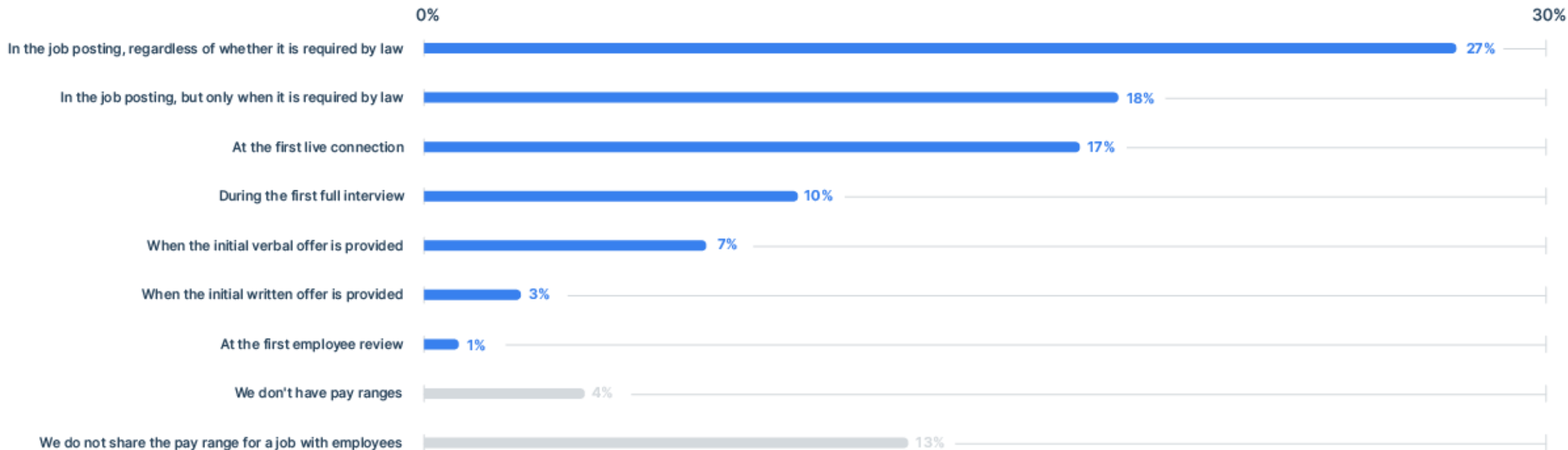
- Create a clear job description
 - Does it accurately reflect the role
 - Highlight the unique aspects of your organization
- Align with stakeholders
 - What are the key criteria
 - What are the needs of business
- Have a clearly defined plan for the interview process
 - Who is covering what
- Understand the current market
 - Help set expectations

Communication

- Communicate often
 - Don't be a black hole
- Set expectations with candidate
 - How long is the process
 - What are the steps
 - When will they hear from you
- Provide feedback and seek feedback
 - Give feedback in a timely manner
 - Seek feedback from the candidates about their experience
- Be transparent: about the role, process, compensation
 - Bait and switch never works out

Transparency with prospective employees

When do you first share the organization's pay range for a job with prospective employees?





The offer letter stage is often the most overlooked...

Introducing Agora

Our origin story



Founded in San Francisco in 2020 by
two software engineers & housemates:

Miles Hobby (CEO) and Geoffrey
Tisserand (CTO)

**Agora's mission was to
demystify compensation**

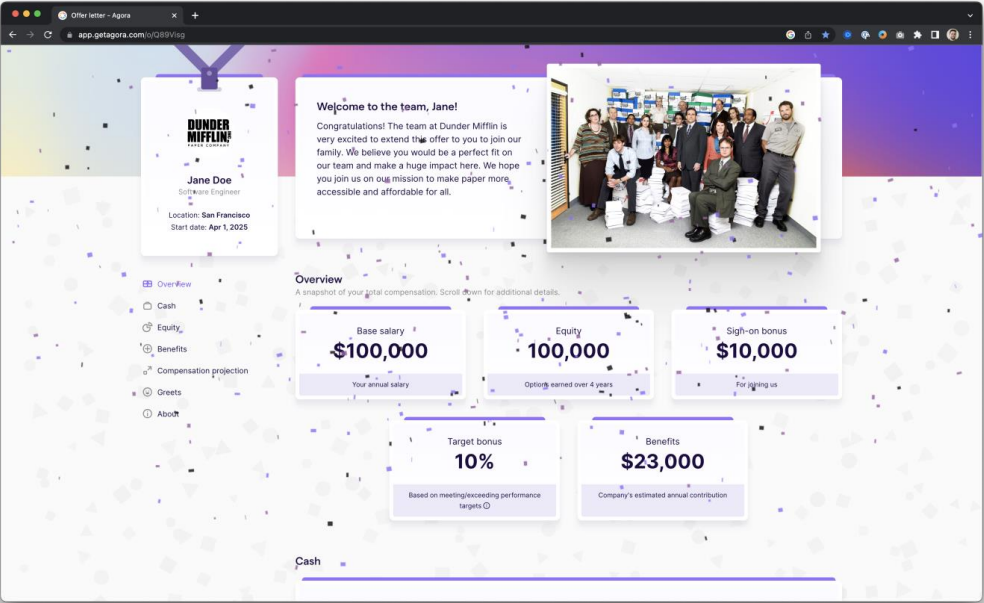
**Creating differentiated employer brand in a
competitive talent market using total
compensation**

**Empowering candidates and employees to
better understand the what and why behind
their pay**

**Bridging the gap between employers and their
employees**

Creating a differentiated offer experience for candidates

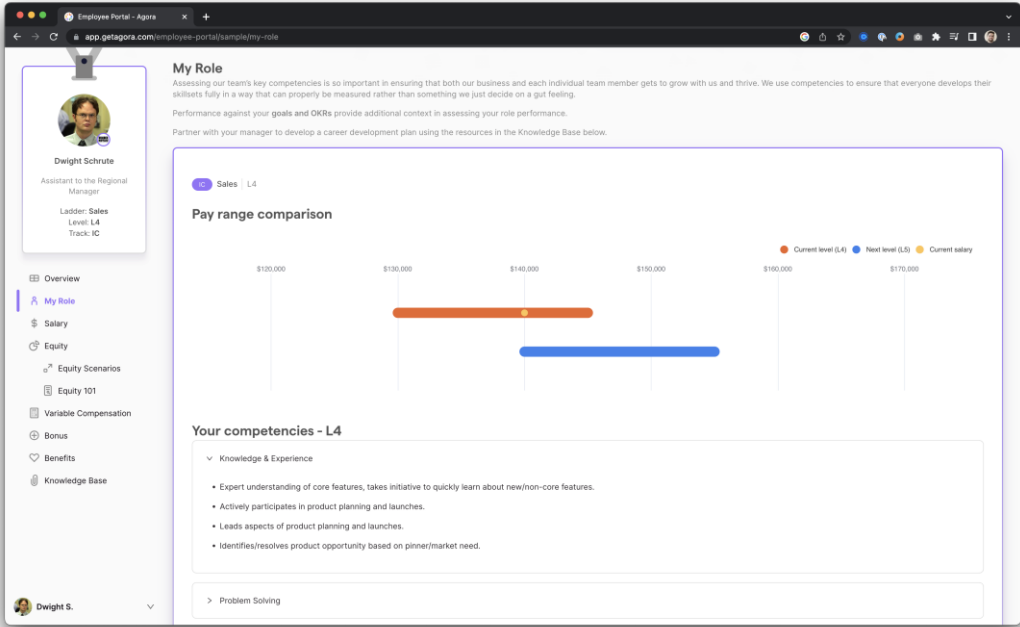
Visual Offer Letters



What you will learn about today

Providing proactive compensation access for current employees

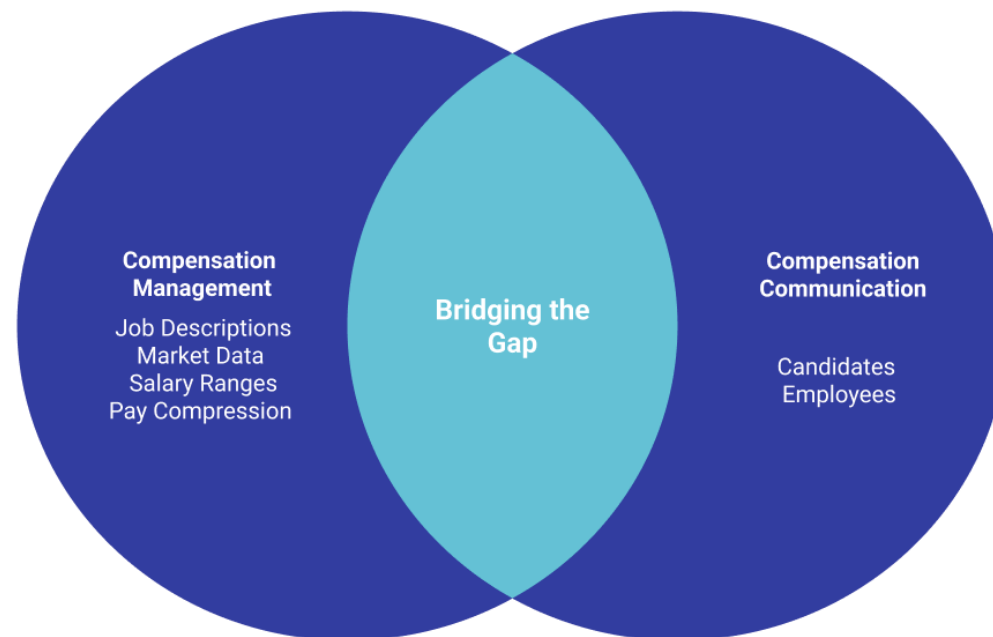
Employee Total Rewards Portal



What we are innovating on for the future



Working together with Payscale



How Turquoise Health utilizes visual offer letters to improve the hiring experience

Challenges

Building a fully remote team

Competing for talent with equity grants & flexible offers

Candidates with varying appetite for risk

Time intensive offer development

Solution & Outcomes

Improved and more effective candidate experience

Offer letter creation outside of spreadsheets

Visual representation of flexible offers and earning potential

First 18/20 offers accepted

Linktree*



motive
Formerly KeepTruckin

 **Brex**

K O H O

DRATA

 **payscale**

How PayScale is enhancing our candidate experience

Standard vs Dynamic

Standard Offer letter: basic boring did not show value

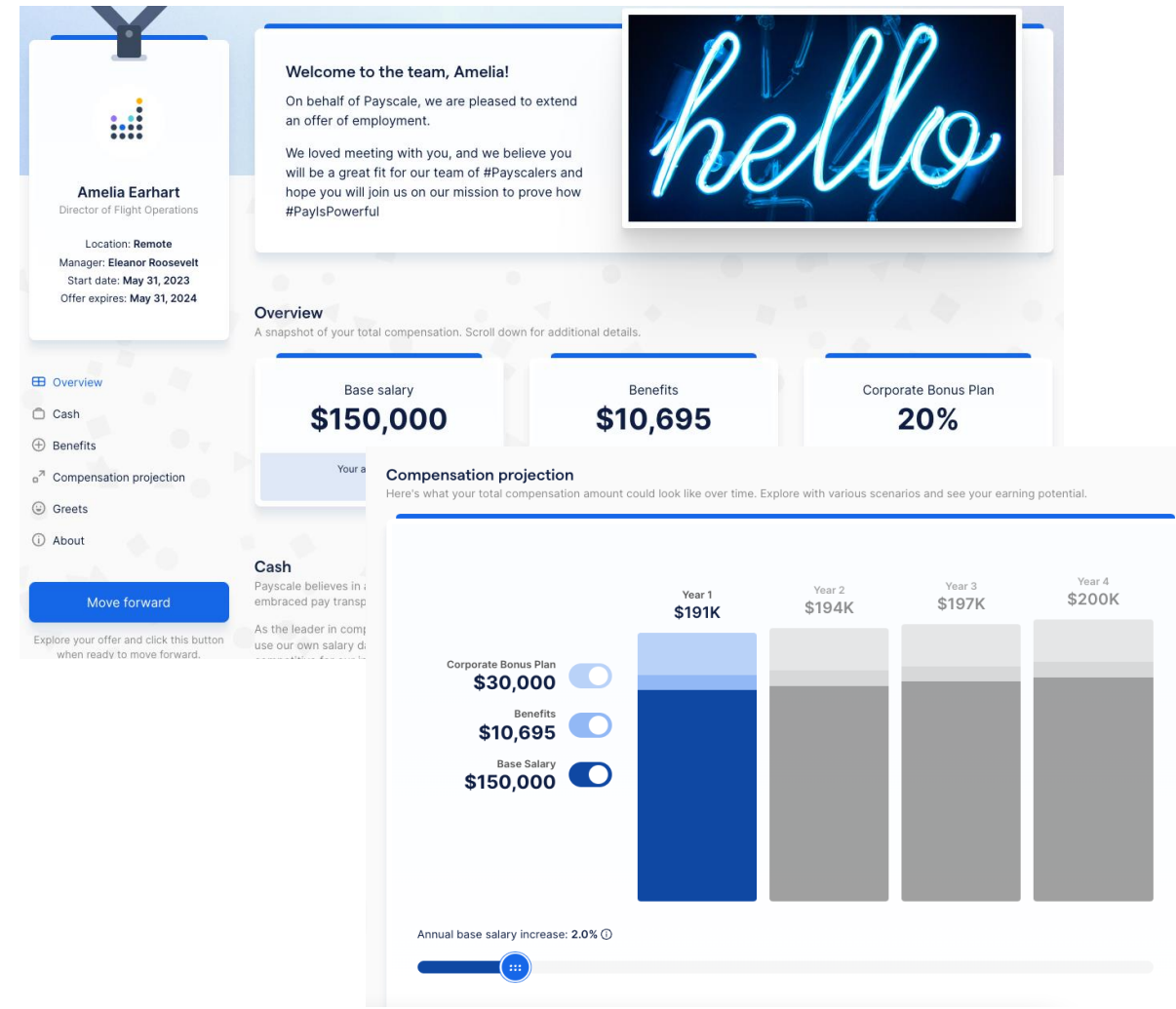
Dear [candidate-first-name]:

On behalf of Payscale, Inc. (the "Company"), I am pleased to offer you a conditional offer of employment for the position of [job-title], reporting to [job-hiring-manager]. This Conditional Offer of Employment is not a contract indicating guaranteed employment or duration.

The terms of your new position with Payscale are set forth below:

1. **Position:** You will be working as a [job-type] employee. Your role with Payscale will be on an "at-will" basis, meaning that either you or Payscale may terminate your employment at any time with or without cause.
2. **Start Date:** Your first day at Payscale will be on [candidate-start-date], or a mutually agreed upon date.
3. **Compensation**
 - a. **Base Salary** This is a [job-type], [job-Job sub-type], exempt position. You will receive an annual salary of [candidate-Salary], less applicable withholdings, which will be paid bi-weekly (the "Base Salary") in accordance with the Company's normal payroll procedures. Your Base Salary will be subject to periodic review and adjustment.
4. **Benefits:** As a full-time employee of the Company, you will be eligible on the first day of the month following your start date to participate in a number of Company-sponsored benefits, including but not limited to medical dental, and vision benefits; eligibility to participate in Payscale's 401k program; unlimited paid time off; 15 paid holidays annually; eligibility to participate in flexible spending accounts; and life insurance. Payscale reserves the right to change or rescind its benefit plans and programs and alter employee contribution levels in its discretion. A full description of these benefits is attached.

Dynamic Offer Letter: interactive, personal, shows value

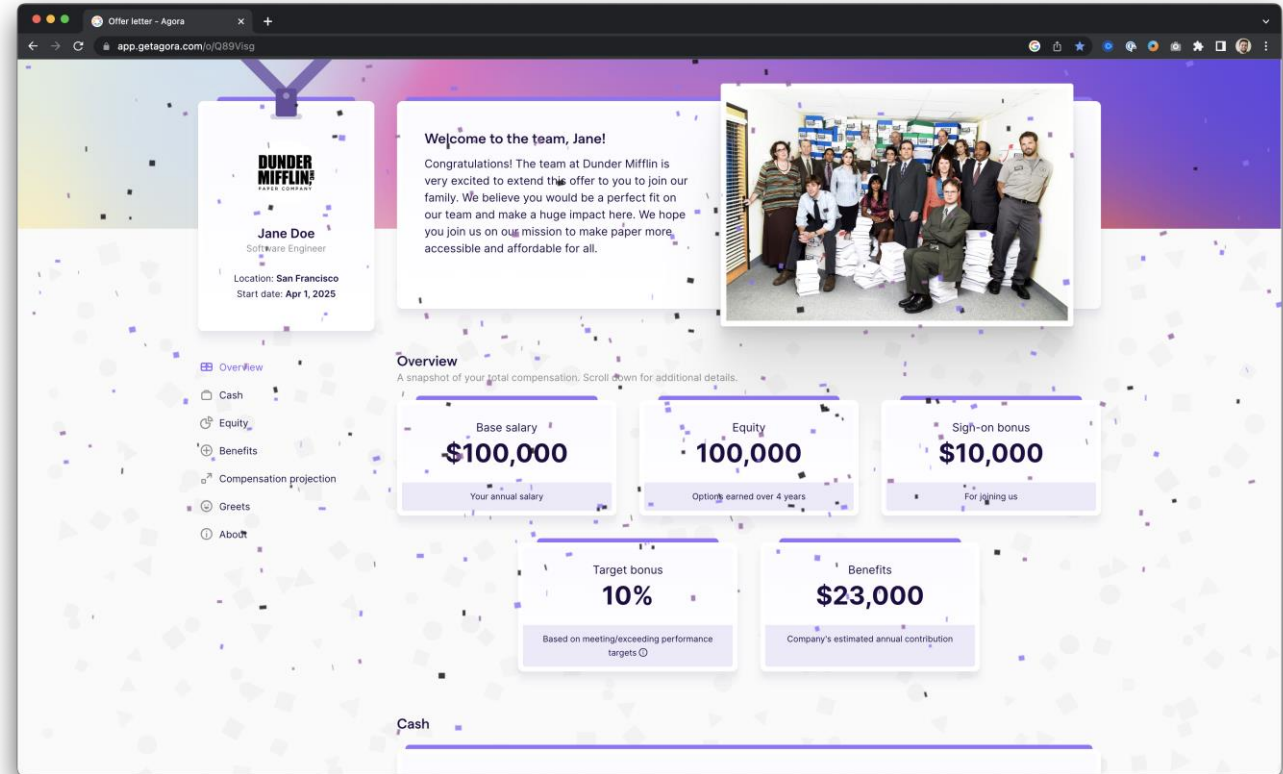


Offer Letters Demo

Interactive Offer Letters

Improve your candidate experience while helping companies streamline their offer workflow.

- ✓ Unforgettable, modernized offer experience
- ✓ Equity & salary growth projections
- ✓ Perks & Benefits explanations
- ✓ Welcome cards from future teammates
- ✓ FAQs to progressively answer company questions
- ✓ Configurable offer branding
- ✓ Performance analytics
- ✓ Document signing integration
- ✓ Approval workflow



Become an early adopter

We are looking for organizations who are interested in transforming their candidate experience with visual offer letters!

As a member of our early adopter program, you will receive:

- ✓ Access to the visual offer letter product
- ✓ Access to the Product Management team
- ✓ Special early adopter pricing



Q&A

Feel free to ask any questions in the chat!

