

## Relationship Discovery for Recruiting

### BACKGROUND

Recruiting professionals know that a company's greatest asset is its staff of employees, especially when it comes to recruiting. Studies show that only 14% of suitable applicants are searching for a job at any given time. That leaves another 86% as untapped, yet desirable, "passive candidates." How can we locate and attract these individuals without breaking the bank?

### FINDING A REFERRAL

It has long been acknowledged that referrals are an excellent way to hire. Countless companies have adopted formal programs for generating internal hiring referrals. Today, approximately 40% of all external hires can be attributed to employee referrals. But how can we uncover these referrals in a timely fashion?

### AUTOMATED RELATIONSHIP-FINDING

BranchIt's relationship discovery solution lets recruiters benefit from relationships held by their colleagues, providing access to millions of additional passive job candidates. Relationship discovery solutions put the power of recruiting into the hands of the human resources department, enabling the HR staff to locate desirable candidates known by colleagues in the company.

### PRODUCT BENEFITS

By using your employee relationship network, you can cut out the expense associated with recruiting middlemen. BranchIt can help your organization to:

- Speed up the hiring cycle
- Reduce hiring costs
- Gain access to more "passive" candidates
- Raise your employee retention rate
- Perform your own internal reference checking of candidates

***Your company's relationship equity is sitting idle — use it for recruiting today!***

**866-WARM-LEADS  
866-927-6532**

BranchIt Corporation  
1250 Oakmead Parkway  
Suite 210  
Sunnyvale, CA 94085  
[www.branchitcorp.com](http://www.branchitcorp.com)