Program Area: Talent Acquisition

Category: Best Advance in Candidate Relationship Management

The category **Best Advance in Candidate Relationship Management** in the Talent Acquisition program is for a written description of best practices in managing the candidate experience throughout the entire recruitment and hiring process. More specifically, CRM includes building relationships with the candidates, keeping them engaged, and setting realistic expectations for the hiring process. The applicant should include descriptions of the process, tools, and technology that help to make the management of candidates more effective and efficient.

Training, learning, talent, HR, or other related department can enter either alone or together with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations cannot enter alone.

Instructions:

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font (size, color or type).
4. Do not remove any sections of the application. If any fields are not applicable, please leave blank or write N/A.
5. Read the Judging Criteria below. The judges will evaluate your submission according to these criteria.
6. Write in paragraph form and check spelling. Write using the third person. Do not use “we, our, us,” etc.
7. Avoid “marketing” languages; focus on details and outcomes.
8. Images, charts, and graphs may be added to this document, please do not include separate documents. Please insert these items within the context of your responses. These items may also be added to the end of the document, in an appendix if necessary.
9. If applicable, you may provide supporting reports, video, and links to courses. Please provide proper access information to courses and details for special instructions. If providing passwords to courses or video, make sure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. All URLs and embedded links need to be provided in your online application.
10. When completed using the same font size, this document should be approximately (10-15 written pages), font size Calibri 12, not including instructions, questions, or graphics. If you have additional supporting information, you may include it within the appropriate sections of this entry form or in an appendix at the end of the document.
11. Within the online application, if you have selected “Yes” to granting Brandon Hall Group publishing permission of your entry, but there are parts of your application you wish not to have published, please indicate by highlight those details within this form in **red**, so they are omitted from publishing.
12. Save as a **Word Document** with a new file name. Example: Company Name\_Category\_Short Title
13. Sign up or log into the HCM Excellence Awards portal: <https://excellenceawards.brandonhall.com/hcm/>. Upload your completed entry form, complete the online application and provide all supporting links and URLs. Check to make sure you have completed your online application and payment.

**Please direct any questions to:** **awards@brandonhall.com****. Do not send any applications via email, but only through the award application site.**

|  |
| --- |
| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.** |
| 1. **Fit to the Needs**
 | The CRM process, tools, and technology effectively aligned to the organization’s talent needs and situation. |
| 1. **Design and Delivery**
 | This CRM process, tools, and technology effectively supported the talent objectives. |
| 1. **Integration**
 | The CRM process, tools, and technology effectively aligned with the organization's talent management strategy and other talent processes. |
| 1. **Measurable Benefits**
 | This CRM process, tools, and technology demonstrate measurable benefits and organizational outcomes. |
| 1. **Overall**
 | Overall, the CRM process, tools, and technology had a positive impact on the larger organization. |

Entry Overview:

***Please make sure all information matches the online application.***

Entry Information

|  |  |
| --- | --- |
| **Entry Title** | (insert text here) |
| Name of Entering Organization | (insert text here) |
| \*Name of Helping Organization (Vendor) if submitted jointly: | (insert text here) |
| \*OPTIONAL PR | (insert text here) |
| Date | (insert text here) |
| Brief Description of Entry (2-3 Sentences) | (insert text here) |

Company Background (of entering organization, not the solution provider)

Insert company logo here

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (insert text here) |
| Employees | (insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (insert text here) |
| Industry | (insert text here) |
| Stock Symbol | (insert text here) |
| Website | (insert text here) |

\*Optional: Company Background (of solution provider if submitted jointly)

Insert company logo here:

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
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| Global Scale (Regions that you operate in or provide services to) | (insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (insert text here) |
| Industry | (insert text here) |
| Stock Symbol | (insert text here) |
| Website | (insert text here) |

Budget and Timeframe

Please fill out the following grid with your best ability. You may offer an estimate or range for each. If this information is confidential or not applicable, enter N/A. Your entry will not be judged based on this information, however this offers the judges a greater understanding of your entry, complexity, and/or maturity.

|  |
| --- |
| **Budget and Timeframe** |
| Overall budget | (Insert text here) |
| Number of (HR, Learning, Talent) employees involved with the implementation? | (Insert text here) |
| Number of Operations or Subject Matter Expert employees involved with the implementation? | (insert text here) |
| Number of contractors involved with implementation | (insert text here) |
| Timeframe to implement | (insert text here) |
| Start date of the program | (insert text here) |

Entry Details:

Business Conditions and Business Needs (Based on Judging Criteria 1: Fit to the Needs)

Use this area to describe how your CRM process, tools, and technology effectively aligned to the organization’s talent needs and situation.

Details:

Design and Delivery (Based on Judging Criteria 2: Design and Delivery)

Use this area to discuss the design and delivery of your CRM process, tools, and technology that effectively supported the talent objectives.

*Details:*

Integration (Based on Judging Criteria 3: Integration)

Use this area to describe how your CRM process, tools, and technology effectively aligned with the organization’s talent management strategy and other talent processes.

*Details:*

Measurable Benefits (Based on Judging Criteria 4: Measurable Benefits)

Use this area to discuss the measurable benefits as seen by your organization. How do you measure ROI/impact and what were the results? How did you prioritize and identify what was important?

*Details:*

Overall (Based on Judging Criteria 5: Overall)

Use this section to provide a summary of key findings. What lessons did you learn? What is next/future outlook?

Details: