Hallmark

BUILDING AN INNOVATIVE CANDIDATE EXPERIENCE THROUGH STREAMLINED SELF-DISCLOSURE

JENNA KELLEY FRANKLIN – SYSTEMS ANALYST

- Bachelors in Fashion Merchandising, Masters in Technology Education
- Employee of Hallmark Cards Inc for 12 years
- Supported HR Technology functions for 9 years

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AGENDA

Problem

Solution

Candidate Perspective

Recruiter/Coordinator Perspective

Hiring Manager View

HR Perspective

Q&A

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TRADITIONAL BACKGROUND INTEGRATION

- Potentially $60,000 annually for rapid check background
- 8000 annual hires – not a comprehensive check
- Nov – March Total Hires: 2054
  - # Alerts: 163
  - # Pre-adverse letters sent: 7
  - 1 per every 294 hires
  - 4% of background results were significant enough to require investigation

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SELF-DISCLOSURE INTEGRATION

- $9000 annual costs for middleware integration
- All within SuccessFactors
- April – Aug Total Hires: 3554
  - # Self Disclosures: 54
  - # Self Disclosure inquiries sent: 22
  - 1 per every 161 hires
  - 41% of Self Disclosures were significant enough to require investigation

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CANDIDATE PERSPECTIVE

EMAIL

Only one additional email

FASTER

Faster experience, no additional login required

REDUCED WAIT

Less wait time to start working

BRANDING

Branding consistent throughout

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(7 unread) - jenna_beau@yahoo.

mail.yahoo.com/d/folders/1?.src=fp

YAHOO! MAIL

Find messages, documents, photos or people

Jenna

Home

Compose

Inbox 7
Unread
Starred
Drafts 16
Sent
Archive
Spam
Trash
Less

Views Hide
Photos
Documents
Deals
Receipts
Groceries

Archive Move Delete Spam ... Sort

Today

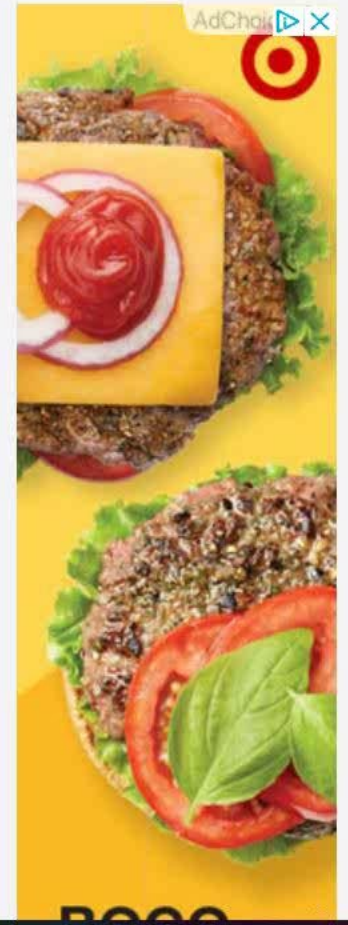
Wells Fargo Busine... AD	**Member FDIC. Get a $500 Bonus for Your Business.** Every business can use a bo...		
Jenna B Kelley Franklin	**Offer Letter** Congratulations Jenna! The attached document summarizes t...		6:56 AM
Brandon Recruiter	Hallmark UAT Part Time Territory Supervisor Las Vegas NV 88901 invitati... ...		6:47 AM
Ulta Beauty	**Shop our Labor Day Sale! Up to 50% off** Plus FREE SHIPPING on $35 or ...		6:26 AM
Word Genius	**Word of the Day: Disembogue** Learn a new word every day and test your ...		5:52 AM
The Children's Place	**$4 POLOS & $6.99 JEANS + THE 50% TO 60% OFF SALE!** 2X PLACE CA$...		5:07 AM
Amazon.com Deal of th...	**Save up to 40% on Slim Leather Wallets with RFID** We have deals for yo...		3:34 AM
Netflix	**Jenna, we just added a movie you might like** When a San Francisco exec...		2:08 AM

Yesterday

Amazon.com	**Your Amazon.com order #111-3089766-6330656 has shipped** Hi Jenna, ...		Aug 29
Amazon.com	Your Amazon.com order #111-3089766-6330656 Order Confirmation Hello ...		Aug 29
hallmark@shortstravel.com	Trip Details for JENNA BEAU FRANKLIN on September 3, 2019 Mobile-Frien...		Aug 29

Wednesday

Rifton Activity Chair 10	Things are pretty good with me...The Blindness S...		Aug 28



https://mail.yahoo.com/d/folders/1/messages/72306?.src=fp

6:58 AM
8/30/2019

RECRUITER/COORDINATOR PERSPECTIVE

ROLE BASED PERMISSIONS

Utilize Role Based Permissions with SuccessFactors

FASTER

Faster experience, less hands on management

REDUCED SUPPORT

Candidate troubleshooting reduced

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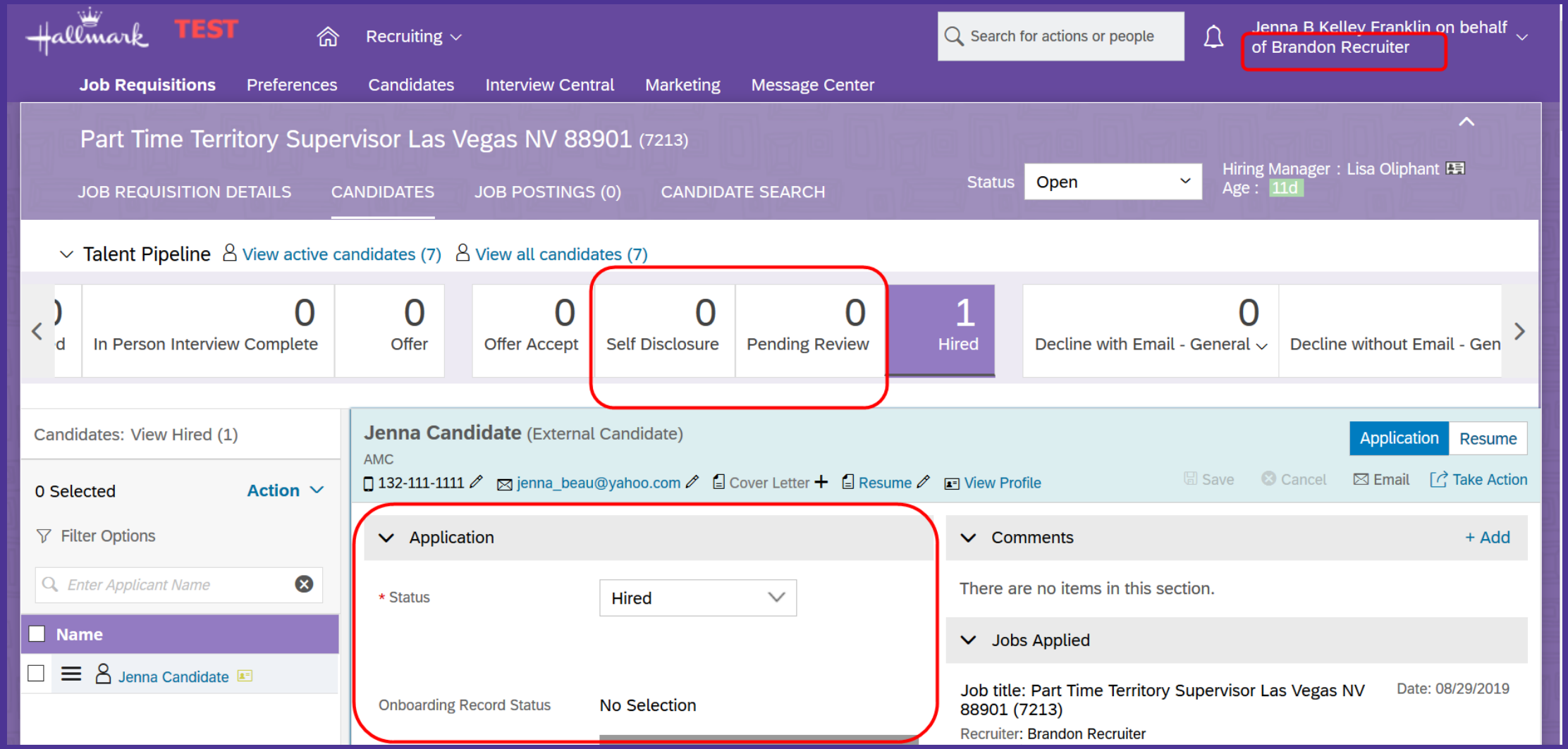
RECRUITER/COORDINATOR PERSPECTIVE



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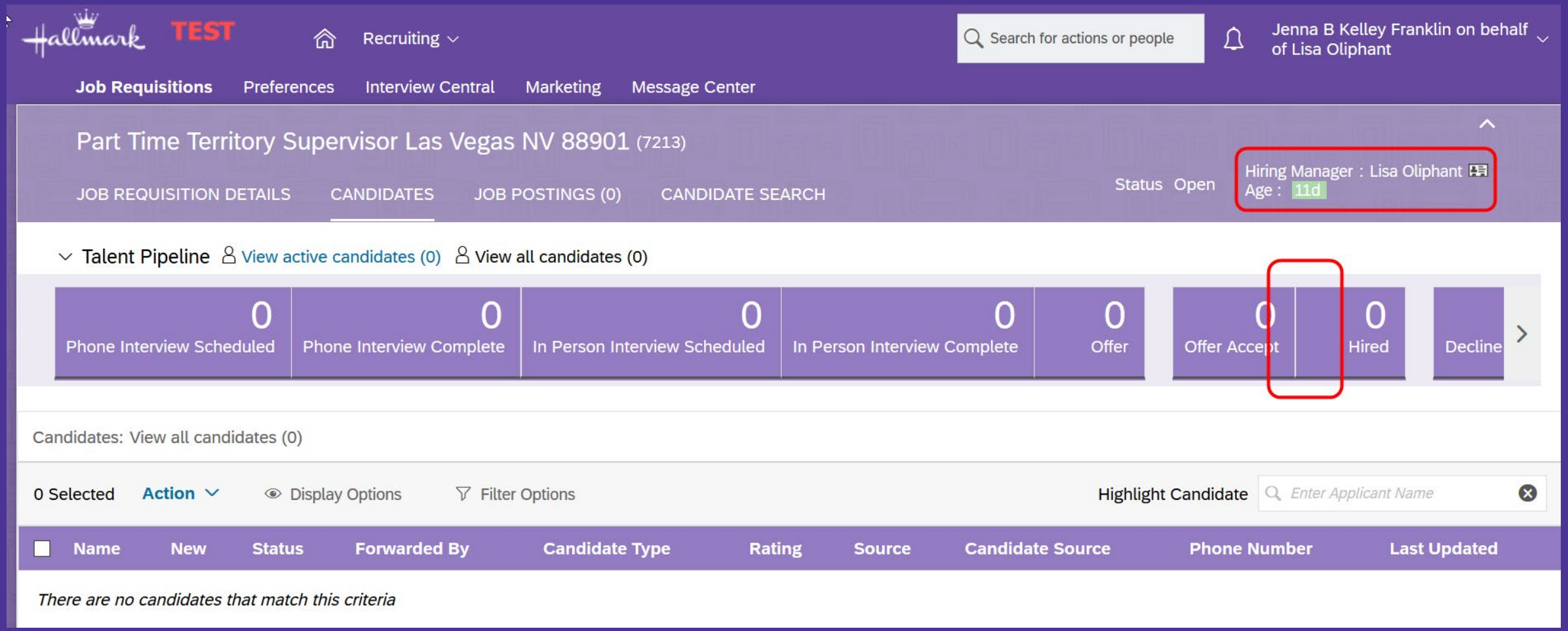
HIRING MANAGER VIEW



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HR PERSPECTIVE

ROLE BASED PERMISSIONS

Managing one set of permissions

INVOICES

Less time spent reconciling invoices

AUTOMATION

Automation provides less mouse clicks

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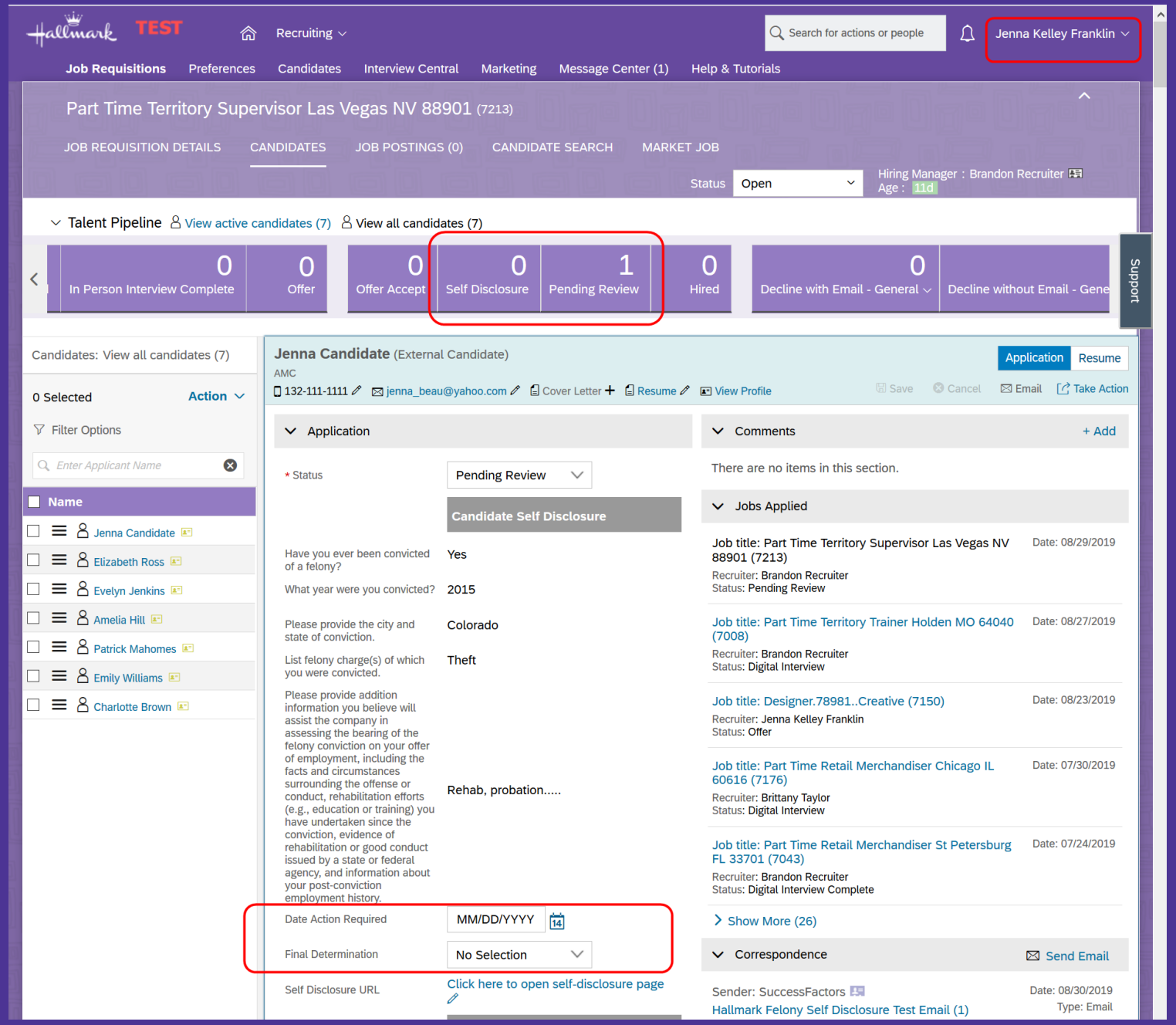
HR VIEW



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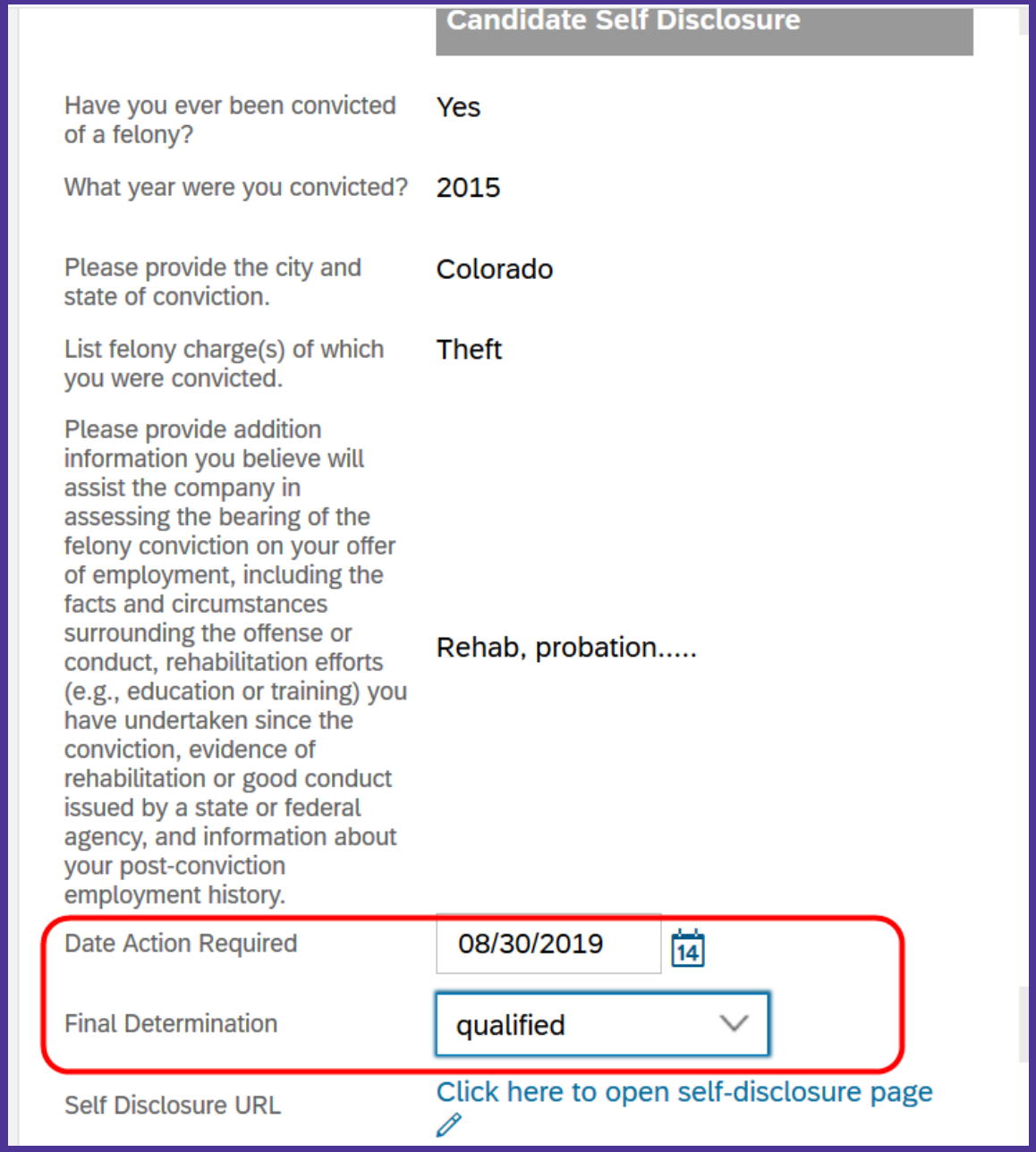
HR VIEW



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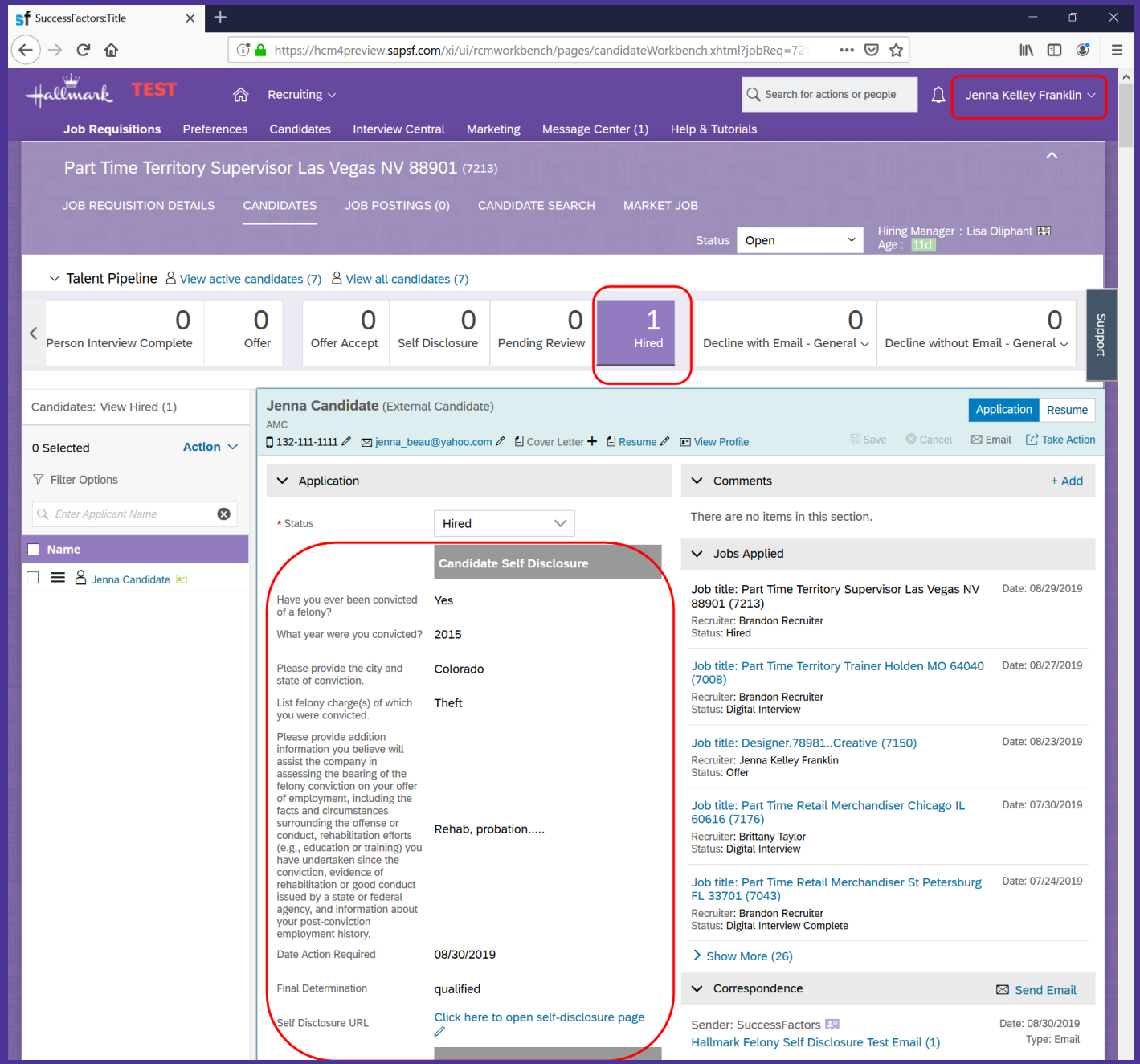
HR VIEW



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HR VIEW

https://hcm4preview.sapsf.com/xi/ui/rcmcommon/pages/auditHistory.xhtml?candidateId=238&jobAppId=8341&applicationSecKey=25B1385F4039901936B696B5379FDDFCFA3DEB

Close Print

Candidate History for Jenna Candidate

The following table displays all changes made to Jenna Candidate

Change History

Field Label	Old Value	New Value	Changed by (Username)	Date/Time	Source
Status	Pending Review	Hired	SF API (SFAPI)	Aug 30, 2019 7:11AM	OData
Final Determination		qualified	Jenna B Kelley Franklin (63420)	Aug 30, 2019 7:02AM	Applicant Profile
Date Action Required		08/30/2019	Jenna B Kelley Franklin (63420)	Aug 30, 2019 7:02AM	Applicant Profile
Please provide addition information you believe will assist the company in assessing the bearing of the felony conviction on your offer of employment, including the facts and circumstances surrounding the offense or conduct, rehabilitation efforts (e.g., education or training) you have undertaken since the conviction, evidence of rehabilitation or good conduct issued by a state or federal agency, and information about your post-conviction employment history.		Rehab, probation.....	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
List felony charge(s) of which you were convicted.		Theft	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Please provide the city and state of conviction.		Colorado	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
What year were you convicted?		2015	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Have you ever been convicted of a felony?		Yes	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Status	Self Disclosure	Pending Review	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Status	Offer Accept	Self Disclosure	SF API (SFAPI)	Aug 30, 2019 6:58AM	Recruiting SFAPI
Status	Offer	Offer Accept	SF API (SFAPI)	Aug 30, 2019 6:58AM	OData

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SUMMARY

Challenges with traditional background check

Custom built Self-Disclosure process as solution

Self-Disclosure has provided faster experience for all parties and major cost savings

Q&A

THANK
YOU