LAUNCH PAD

THE FASTER, MORE EFFICIENT
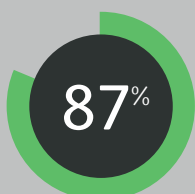WAY TO HIRE.

LAUNCHPAD RECRUIT

WHAT IS RECRUIT?

LaunchPad RECRUIT™ is an online video assessment platform for building video-led recruitment campaigns. It's used by savvy hiring managers to create a custom branded hiring process that delivers an exceptional candidate experience while reducing costs and speeding up time to hire. Our customers tell us that LaunchPad Video Assessments are the most effective way to measure communication skills, passion to join their company and cultural fit.

LaunchPad RECRUIT™ allows organisations to develop custom branded video interviews, distribute them to large applicant pools, and review candidates with pre-defined scoring rubrics. Video assessments are six times faster than telephone interviews, and help recruiters judge communication skills, cultural fit, strengths and motivation with unparalleled confidence.

By using LaunchPad video assessments our customers identify the best talent when screening candidates and see higher offer rates from assessment centres or face to face interviews. They:

▪ Reduce the time to hire, keeping the best candidates engaged and less likely to be lost to other employers.

▪ Reduce cost by eliminating time consuming telephone interviews and only scheduling face to face interviews and assessment centres with the best candidates.

▪ Reduce attrition by having a custom branded candidate experience at the core of every campaign.

87%

87 % of talent say a positive interview experience can change their mind about a role or company they once doubted

- LinkedIn Talent Trends Report 2015

A PLATFORM
FOR SUCCESS

LaunchPad RECRUIT™ comes packed with functionality, right out of the box. Not only does it seamlessly integrate with your ATS (so no additional login is required), but with its intuitive dashboard, recruiters can set up new interviews quickly and efficiently.

Use the white labelling feature to match the candidate experience with your brand, personalise interview questions by demographic or role, create realistic job profiles (RJPs) to give candidates a better sense of the position, review candidates anyplace, anytime from the comfort of your mobile device — each task is made simple and painless with LaunchPad RECRUIT™.

AN AMAZING CANDIDATE
EXPERIENCE

LaunchPad RECRUIT™ lets you build and clone campaigns to effectively target and engage each segment of your audience. Define your processes based on location, country, role, office, hiring manager or any other variable that might require unique messaging.

Further enhance the candidate experience with video guides to help applicants quickly and easily navigate the hiring process, reducing bounce rates and speeding up the overall time-to-hire.
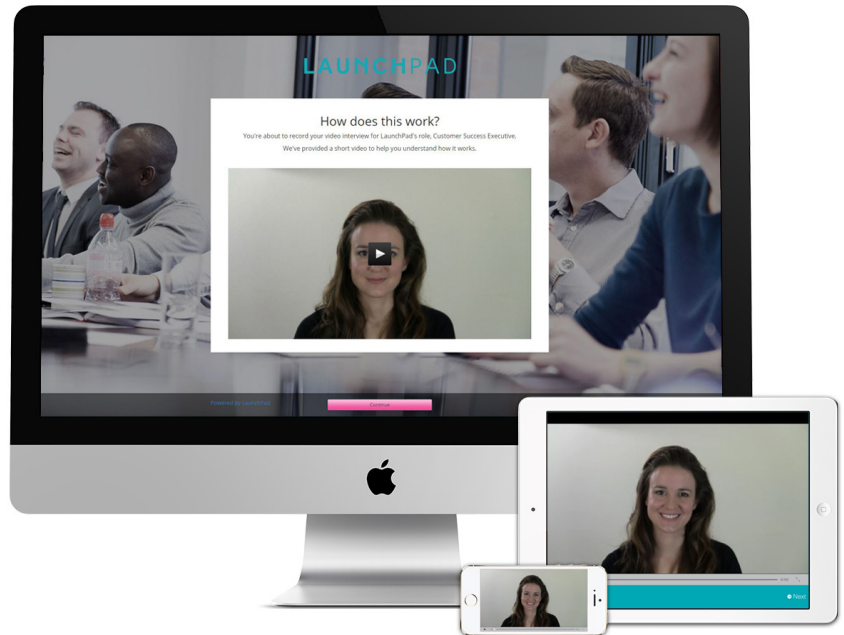
ANY DEVICE, ANYWHERE,
ANY TIME

Your company's future success is largely dependent on your ability to effectively reach and attract top talent – but in a highly competitive market, candidates are making judgements about their prospective employer throughout nearly every interaction. The most talented recruits want to work at companies that are as forward-thinking as they are, and the application process should be optimized accordingly.

Today, more than 50 % of job applications are completed on a smartphone or tablet. LaunchPad RECRUIT™ enables candidates to apply via their platform of choice, whether it be a laptop, desktop, iOS or Android-powered device.

MAKE BETTER HIRING
DECISIONS

RECRUIT™ enables the seamless and secure sharing of candidate video assessments and predefined rating frameworks among key decision makers in your team, ensuring a fair and objective decision is reached. so you get offers to ideal candidates as quickly as possible, removing overly long and frustrating waiting periods and giving you the upper hand over your competition.

In today's highly competitive business landscape, companies can't afford to make hiring mistakes – bring your recruitment and business objectives closer together with LaunchPad RECRUIT™. Facilitate seamless collaboration between HR, various department heads and other key decision makers within your organisation.

RECRUIT IN ACTION:

SECURE HOSTING & DATA
MANAGEMENT

LaunchPad RECRUIT™ boasts state-of-the-art security features, effectively assuaging any worry over potential data leakage or third-party threats.

Our servers run host-based Intrusion Detection Systems, Intrusion Prevention Systems and Firewalls, and all information is transferred via SSL with 128 bit encryption. Our system is hosted on a secure Amazon EC2 instance with data stored on Amazon S3. Amazon's world class network provides significant protection against traditional network security issues. All information is redundantly stored in multiple physical locations in an ISO 27001 certified datacentre. Videos are backed up in real-time, and candidate data hourly.

Moreover, internal video sharing links can be set to auto-expire after a predetermined period, ensuring that only official reviewers lay eyes on sensitive candidate information.

"We have been using video interviews as the part of the selection process for our internships, and have found that LaunchPad enables us to both work more flexibly as a recruitment team and respond to our candidates much quicker. The LaunchPad team are always fast to respond to queries and keep us well informed of updates to the system. We have found it a useful tool and will use it again."

— Mischcon De Reya

LaunchPad RECRUIT™ empowers recruiters to select candidates in a fair, inclusive and measurable way. By using a simple, yet comprehensive video assessment platform, hiring teams can leverage the scalability and speed that only technology affords, personalising the experience for as many applicants as necessary in order to find that perfect hire.

RECRUIT PROVIDES THE
POWER TO

▪ SPEED UP TIME TO HIRE	✓
▪ REDUCE COST	✓
▪ REDUCE ATTRITION	✓
▪ COLLABORATE ON HIRING DECISIONS	✓
▪ CUSTOM BRANDED CANDIDATE EXPERIENCE	✓

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