# Scholars
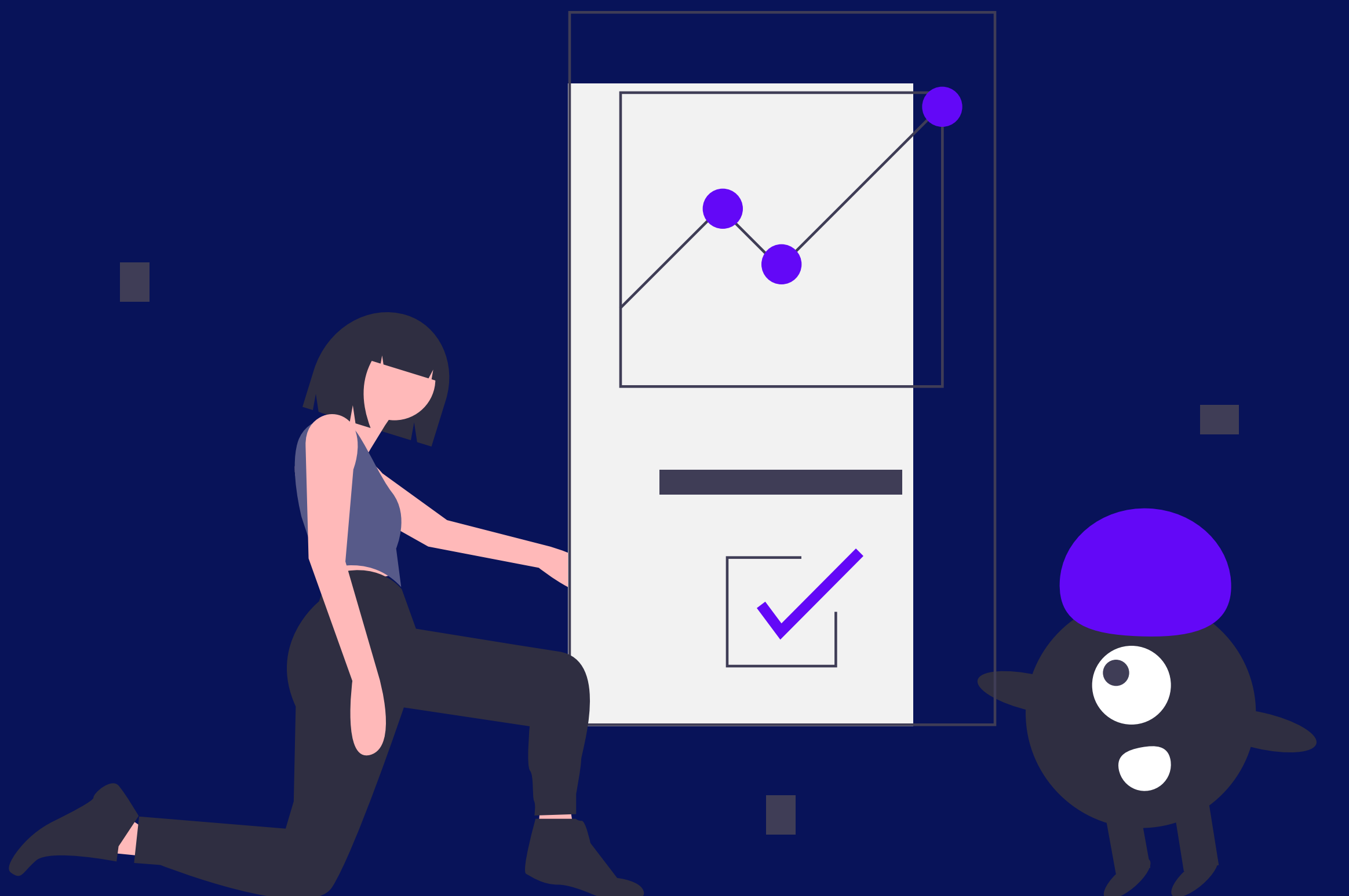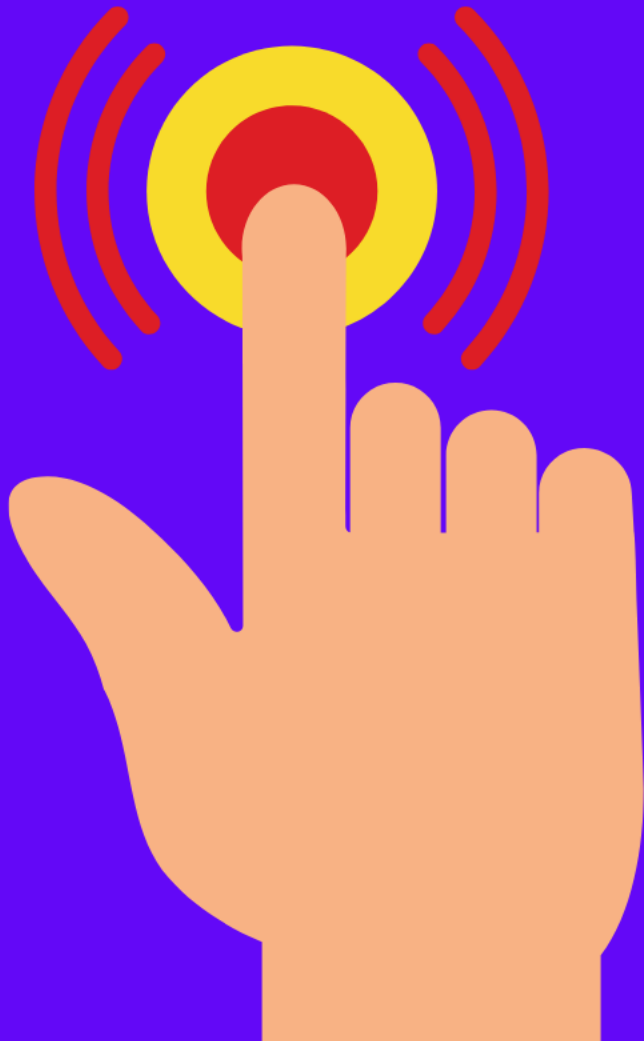
# Automate Engaging Candidate Journeys

How to scale your candidate engagement strategy without losing the personal touch.

Personalized communication for all of my candidates with one click?

*Yes, please.*

University recruiting teams are tasked with so many different responsibilities from planning and hosting events to sourcing and screening candidates. It can be hard to keep up with everything on your plate — which is why companies use Scholars to automate candidate engagement while still keeping it personalized.

# Scholars Overview

Companies are set to lose over $4B collectively on candidate ghosting and reneges in 2022 due to The Great Resignation. That's why teams at companies like GoPuff, DICK'S Sporting Goods, and PwC have turned to Scholars to build personalized candidate journeys at scale.

Other than salary, the top two reasons early-career candidates ghost a company are a lack of both information and personal connections with others at the company. So we've built one platform that solves both. Companies deliver relevant information to every candidate through a personalized dashboard and collect analytics that help predict reneges, while candidates build friendships with future teammates through shared interests, engaging question prompts, 1:1 video chats, and more.

- Scale your engagement strategy without scaling your team or adding more to recruiters' plates.
- Maintain personal communication and share relevant information with every candidate.
- Spend more time building your strategy and sourcing high-quality applicants.
- Eliminate human error and typos.

# Early-career candidates require a unique candidate experience.

It's clear the difference that an engaging candidate experience can make when it comes to decreasing candidate ghosting and reneges.

## 64%

students state they would back out on an offer if approached with another opportunity (Scholars).

## 50%

students are planning to apply to other jobs even if they have accepted a return offer post-internship (Ivy Research Council).

## 82%

improvement in new hire retention when providing an engaging onboarding experience (Glassdoor).

## How Scholars Automates Candidate Engagement

**Although it's automated, all communication in a journey looks like it comes from someone on your team.**
Rather than the "noreply@company.com" emails that get lost in spam, every email and text message from Scholars can come from anyone at your company and will appear in a candidate's inbox as if it was sent directly from your team. Keep your personalized touch at scale and ensure your messages actually get opened.

**Set it and forget it — build templates on the front end and let us take care of the rest.**
Build out templates on the front end for each different candidate persona that you have. Journeys can last for as long as you need them to and you can build unlimited templates — the most common are journeys based on the role, location, and DE&I initiatives. Once your templates are built, all you need to do is enroll candidates with one click and they'll start receiving the relevant information.

**Notify students through text as well as email to increase your engagement rates.**
Text messages have open rates as high as 98 percent. By notifying students of new information via text in addition to email, you're bound to drastically improve your engagement compared to email campaigns.

**Receive automatic notifications to know which candidates are dropping in engagement.**
You'll get weekly emails from your team at Scholars notifying you of any candidates who are dropping in engagement and may be at risk of reneging or ghosting you. These analytics have helped recruiting teams to increase their efficiency by understanding where to most effectively spend their time.

# 3x better engagement compared to email.

| Scholars | | Email (Averages in 2021) | |
|---|---|---|---|
| Open Rate | Click-to-Open Rate | Open Rate | Click-to-Open Rate |
| 61% | 43% | 18% | 13% |

# Scale your early career program with Scholars

As you continue to scale your program, you need a tool that can increase efficiency without losing the personal touch that your recruiters provide. That's what your peers rely on Scholars for.

*The COVID-19 Pandemic made it difficult to engage our interns and keep them engaged throughout Anthem's Summer 2020 Enterprise Internship program. The UR&R team was looking for additional solutions that would allow us to keep our interns engaged digitally. Scholars provided Anthem with an opportunity to enhance how we engage with our summer intern talent. Given that the majority of students we hire are GenZ, Scholars provided a solution that allowed us to better connect with the GenZ generation of talent in a way that appealed to them. It offered another way for Anthem to enhance our brand, create more awareness, and coin ourselves as an employer of choice for college students and graduates.*

*Working with Scholars was an easy and seamless experience. Scholars was great with assisting the Anthem UR&R team with developing content and providing us with thought starters as to the content that we'd deliver to our interns and potential candidates. Overall, The Anthem UR&R team recognizes the value Scholars adds to our program through our partnership and we really enjoy working with their team.*

**Brooke Smith**
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Anthem, Inc.

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