

Results Release by Potentialpark, November 2011, Europe For Immediate Release

MOBILE RECRUITMENT: A THRIVING TREND AMONGST JOB SEEKERS

Potentialpark surveyed 30 000 job seekers worldwide regarding their attitude towards mobile recruitment. The results, which are featured in Potentialpark's annual Online Talent Communication (OTaC) study, say it all: when it comes to mobile recruitment, job seekers are not waiting for employers to get a handle on it. Employers without a mobile recruitment strategy may be missing out on more than they think - the majority of job seekers are ready and waiting to get started today, and some already have.

A lagging mobile recruitment strategy can erode the employer brand. Job seekers surpass employers in embracing mobile trends.

As the Internet took off in 1994, innovative employers quickly found a way to get online and recruit from the world wide web of talent. In 2008, it happened again; forward-thinking employers immediately realized that if all talent is present on Facebook, Twitter, and LinkedIn, then they should have a presence too.

With the advent of mobile media, the story is quite the same. The innovators who embraced mobile media early are reaping the rewards of a first mover advantage, while paving the road for the rest to follow. Before anyone else, companies like Deutsche Telekom, Pepsi, Allianz, and AT&T - to name a few - saw the opportunity to develop mobile media as a key tool in their arsenal of communication channels.

By the time these few companies had implemented mobile recruitment, the vast majority of employers had barely even heard of the concept, let alone implemented it.

With Smartphone penetration levels above a billion¹, and mobile Internet usage set to surpass desktop Internet usage within five years², it's no surprise that employers will try to find a way to recruit through this extremely popular medium. The critical question with mobile recruitment however - as opposed to social recruitment - isn't *why*, but rather, *how*.

Yet, despite its popularity for marketing communication, the majority of employers are slow on the uptake. This lag could be for any number of reasons, but from Potentialpark's perspective, it has little to do with a lack of interest on the part of job seekers.

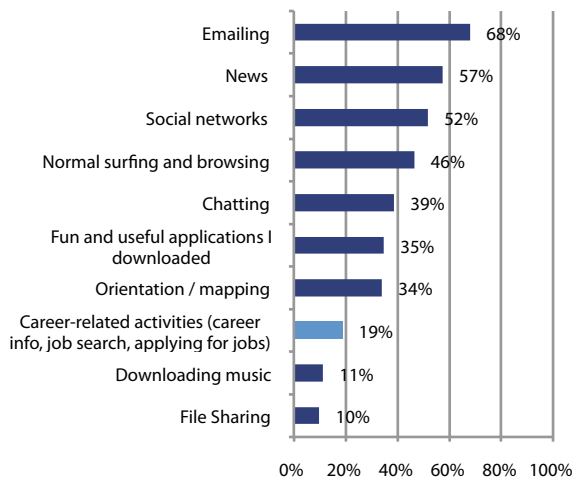
In fact, according to Potentialpark's OTaC

¹ Microsoft Tag, Mobile Marketing, 2011

² Mary Meeker, State of the Internet Report, Morgan Stanley, 2010

study, job seekers are more than ready to embrace the benefits of mobile recruitment. In their 2011 study, 19% of job seekers said they ‘currently use’ their mobile device for career-related activities, and over 50% ‘could imagine’ doing so. Moreover, Potentialpark’s 2012 research – which has yet to be concluded - is already tracking a significant rise in these numbers, yet the final results won’t be released until early 2012.

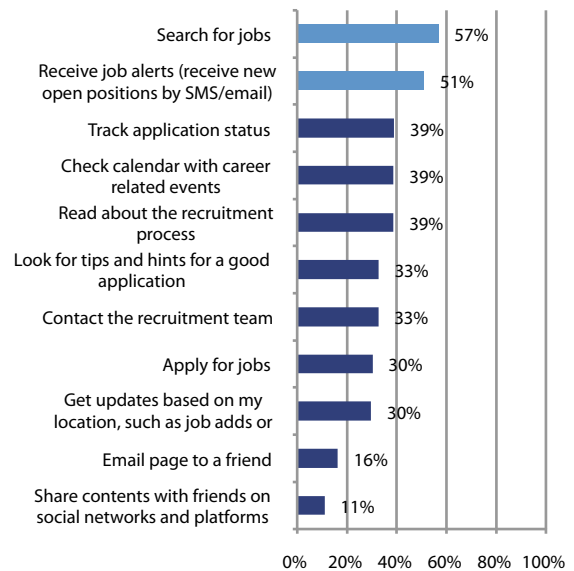
The Mobile Internet Activities of Job Seekers



Source: Potentialpark Communications, Trend Studies 2011

The notion of mobile recruiting faces little resistance from job seekers. Not only are job seekers ready and willing to get started with mobile recruitment, they are also quite clear about why they like it and what they expect do to with it. According to the research, 58% of respondents highlight location independence as a key advantage of mobile recruiting, whilst 57% and 51% of respondents regard job search and job alerts, respectively, as the most appealing mobile recruiting activities.

The Mobile Recruiting Activities Job Seekers Would Like To Do



Source: Potentialpark Communications, Trend Studies 2011

Mobile recruitment, and the technology that enables it, have come too far for employers to ignore it any longer. And, unlike some of the other new trends in recruitment communication (e.g. Facebook), there is little credence to the argument that job seekers aren’t willing to be recruited via the mobile medium, because they are.

“Job seekers are using their mobile devices for job search whether employers like it or not”, explained Julian Ziesing, Spokesperson for Potentialpark Research. “Much like the employer brand, refusing to create a mobile recruiting strategy doesn’t stop employers from having one. It simply becomes one they don’t control.”

Therefore, the justification for *why* employers should have a mobile recruiting strategy is quite straightforward: (1) having a well

implemented mobile recruiting strategy can greatly improve the overall candidate experience – giving the job seeker a convenient and location-independent approach to job search, and (2) not having any mobile recruiting strategy can erode the employer brand and limit the number of quality applicants received overall.

Despite the obvious reasons for *why* it should be done, many employers are stuck on *how* it should be done. The technical challenges of mobile recruitment have slowed many companies down, and the lack of a functioning mobile application process (i.e. the apply button) is making it hard for recruiters to justify its importance to executives. However, some companies have managed to overcome these challenges.

In February of this year, Potentialpark did an audit of 350 top employers and found that 7% had a mobile career website and 3% had a mobile job app. Moreover, in a separate survey of 150 top employers, 75% stated they were planning to have either a job app or mobile career website by September 2012.

In order to keep the movement going and showcase best practices, early next year Potentialpark will release a ranking of those employers who did it best. The companies expected to top the list are anyone's guess.

About Potentialpark

Potentialpark is a market research consultancy specializing in employer branding, online talent communication, and application processes. Since 2002, Potentialpark has monitored the information-gathering, decision-making and application processes of job seekers globally.

In 2003, Potentialpark published its first annual TEWeB (Top Employer Web Benchmark) ranking, the independent study of corporate career websites and web-centric recruitment. In 2011, Apollo (Applying Online and Loving It) was added as a parallel study focusing on online applications systems. This year's research will culminate in the OTaC (Online Talent Communication) study - which will include a ranking of all the online talent communication activities of top employers, such as career websites, application systems, social media, and mobile media.

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Fact Box

These results are taken from Potentialpark's 2011 Online Talent Communication Study (OTaC)

Respondents: 31,193 graduates, students, and early career professionals worldwide – 18,993 in Europe

Web Audits: 755 corporate career websites and online applications audited. In addition, 350 top employers were audited for mobile career websites and mobile job applications

Research Period: September 2010-June 2011