Virtual HR

Trends and insights on how organizations are now recruiting, on-boarding and training employees….virtually

Virtual Human Resources

Organizations have been providing virtual human resource services for several years, and now some leading organizations are taking virtual HR to another level. Organizations often leverage virtual technologies to outsource payroll, benefits administration, and even human capitol management. Let's explore some of the newer more complex HR functions that are going virtual and go into detail on how three organizations leveraged virtual environments to recruit, n-board, train and help truly change the way their organization manage strategic HR functions.

Virtual Recruiting: A virtual job fair featuring webcasts, webinars and video interviews is an accessible and effective way to conduct a vital business event online. Interact with students, job candidates, and employee prospects around the world via a digital expo.

- Instant access to a global audience: engage and process a broad range of candidates around the world
- Cost-effective: interact with employee candidates in one-on-one virtual interactions like chat, or even video
- Targeted: Enable virtual networking based on specialties
- Virtual HR Structure: Host HR programs and services in your "always on" virtual environment

Virtual On-boarding: The days of the traditional orientation in a room with other new hires is a fading practice. When most of your talent is virtual, on-boarding must be virtual, engaging, and connect people to the critical information and resources they need.

- Easily on-board a global workforce
- Bring in company experts without disrupting their schedules
- Gain insights and tips from peers
- The ability to go back to the environment any time in order to access content and peers.

On Going Virtual Training & Education:
- Drastically reduce cost per attendee
- Provide easy access to content, subject matter experts and peers
- Blend formal and informal learning
- Increase productivity by reducing time away from desk
- Energize audiences through online engagement

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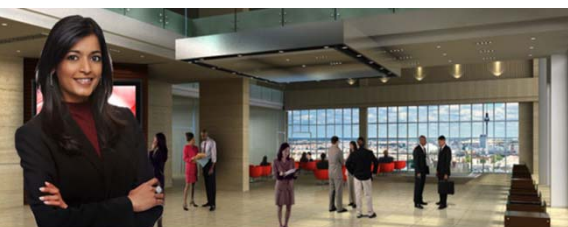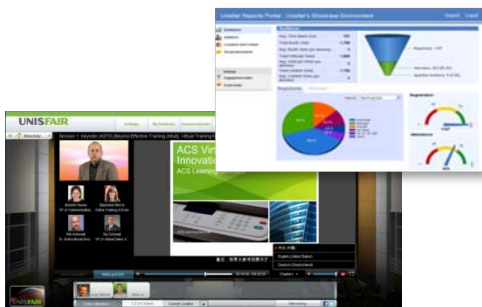
KPMG Career Fair Attracts Over 10,000 Attendees

Situation

With 15,000 tax professionals in 148 countries and 731 cities, KPMG and its member firms help clients address international federal, state, and local tax issues. When the company wanted a global virtual event to access new talent, build relationships, and reduce costs, it decided to use a virtual environment platform

Solution

In September of 2008, thousands of financial professionals and college graduates interested in career opportunities with a global financial leader attended *The KPMG World Jobs Fair. The unique 48-hour online event educated and aligned Thousands* of candidates with hundreds of openings with KPMG member firms around the world.

"As an increasing number of companies conduct business internationally, there Are growing opportunities for professionals in KPMG member firms, especially in Emerging markets such as Brazil, Russia, India, and China," said Timothy P. Flynn, Chairman of KPMG. "We're also focused on adding thousands of jobs in developed markets such as the United States and Europe."

After three months of planning and development, Communique created and delivered An international virtual event that introduced more than 10,000 attendees to KPMG recruiters and industry professionals. In a virtual Main Hall, Exhibit Hall, Conference Hall, and Resource Center, job seekers explored opportunities in specific countries and learned about the company's culture, values, corporate citizenship goals, training and development, and work/life programs. They visited booths, watched live webcasts, chatted with KPMG professionals, and applied directly for openings.

Results

With more than 40 participating countries, the *KPMG World Jobs Fair more than* lived up to its name. The company received over 9,300 job applications in a virtual environment free from geographic limitations. "It was huge," adds Lisa Rolston, KPMG Associate Director for eSourcing Strategy and Branding. "It surpassed my expectations. We were the first of the Big Four to do it and I've been asked when we're going to do it again. We attracted a ton of graduate students and also a large number of experienced people They thought it *I've been asked when we're going to do it again.*"

Objectives
• *Attract 5000 registrants*
• *Reduce cost per hire*
• *Promote global recruitment*
• *Provide networking opportunities*
• *Increase newsletter subscriptions by 25%*

Results
• *$3.36 cost per attendee*
• *20,719 registrants (400% of target)*
• *10,903 attendees*
• *34,302 booth visits*
• *40 countries represented*
• *9,300 job applicants*

Rolston also believes the accompanying media coverage helped from a branding perspective. Articles on the event appeared in publications such as *The Economist* and *The Financial Times.* "Clients need professionals with global audit, tax and advisory skills," concludes Flynn. "Taking advantage of global opportunities through an event like the *KPMG World Jobs Fair helps people expand their skills and cultural perspective.*"

"It was huge and surpassed my expectations. We were the first of the Big Four to launch one."

Lisa Roiston
Associate Director, **KPMG**

CareerBuilder.com Helps Clients Drive Global Recruiting

Objectives
- *Reduce cost of travel*
- *Reduce overall costs*
- *Reduce the cost per hire*
- *Increase accessibility to the workforce.*
- *Drive employment brand*

"The Virtual Environment is a "game changer", it allows our clients to deliver that "wow" factor while connecting to global audiences 24/7/365."

James Gilliam
CareerBuilder.com

CCI and CareerBuilder.com have successfully collaborated on several industry and customer job fair events. CareerBuilder.com now brings this solution formally to market serving both individual enterprise clients as well as providing a free series of events to attendees.

Key features of the CareerBuilder.com virtual recruiting solution include:
- Candidate qualification and ranking analytics
- Job seeker and employer communications tools
- Professional networking

At CareerBuilder.com our objectives are to work with organizations to reduce cost of travel and other hard costs with live in person hiring events, drive employment brand, reduce cost per hire, increase accessibility to the Workforce. We have been able to reduce the time to hire by 60%, lowered the "cost per hire" by 70%, reduced travel expenses significantly and the estimated cost per attendee was $2.76

CareerBuilder.com helps work with clients to design and promote the event as well as executing the full day program. Utilizing the virtual platform has enabled CareerBuilder clients to be where they are not, and to let their Brand have direct targeted exposure at all times. It is fully customizable and can be streamlined to scale for very large companies or even the mid size to small size company.

Results
- *Reduced the time to hire by 60%*
- *Lowered cost per hire buy 70%*
- *$2.76 cost per attendee*
- *Reduced travel expenses and other hard costs*

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ACS Creates a Virtual Benefits Fair

ACS, a Xerox Company, a leader in HR solutions for businesses, has collaborated with Comm, a leader in virtual events and environments, in order to create a virtual environment that will serve as a support for the company's yearly benefits enrollment program.

A virtual environment was initially created in order to better train the company's clients, however, now they are broadening the environment application, and using it to help employees in the US have better control over the open enrollment process from the comfort of their personal computer.

The new environment was launched in late 2010 and is known as the "Virtual Benefits Fair" and was designed by ACS to help employees take advantage of their benefits. The program has reported over 20,000 documents downloaded, and an average visit that lasts over an hour.

According to Rohail Khan, the executive managing director of Total Benefits Outsourcing for ACS, new program will "save companies time and money" and "improve the open enrollment outcomes that organizations have targeted for their employee populations."

Objectives
- *Introduce new products to a global audience*
- *Educate partners on new product solutions*
- *Increase knowledge transfer through training courses*
- *Generate qualified leads and try to grow business*

"Communique has helped us improve our open enrollment outcomes."

Rohail, Khan,
Executive Manager Director
***ACS** (a Xerox company)*

Highlights
- *2,000 partners educated*
- *Over 4,000 documents downloaded*
- *5,000 virtual rooms visited*
- *900 messages & chats*

* As seen in The Human Resources Journal 3/29/2011

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ACS Creates a Virtual Benefits Fair

"Communique enables companies to creatively reach a large global audience in a uniquely interactive, virtual environment.

Dave Dalton,
VP Channel Marketing, CA

ACS, a Xerox Company, a leader in HR solutions for businesses, has collaborated with Communqiue, a leader in virtual events and environments, in order to create a virtual environment that will serve as a support for the company's yearly benefits enrollment program.

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ACS Drives Innovation - Trains Employees Across Several Dozen Countries

Situation

There were no misplaced bags, cancelled flights, or lost hotel reservations; it was a global conference without the problems of international travel. Instead of lining up for their airplane seats, attendees sat in front of computers at their office or even their home. This was what the Enterprise Services & Solutions Group (ESS) of ACS, A Xerox Company wanted – a worldwide audience brought together virtually, using just a few clicks of a mouse.

A year earlier, leaders of the ESS group decided to create an innovation initiative to change the culture of ACS and engage all employees in the process of innovation. The first step included training employees in basic ideas, the process of developing innovate ideas and the use of its new *Idea Management System. Phil Antonelli of* ESS Learning Services was tasked with organizing a training event. "With employees in dozens of countries, it was impossible to bring them together physically, because of financial and time constraints," Phil said. However, after receiving a coworker recommendation, Phil chose Communique t o host his first virtual training conference   .

Solution

"We were launching an innovation program and the pressure was on to do something that looked and felt innovative. Commuqniue provided a gorgeous interface with locations that looked really good" recalled Phil. The red-trimmed conference venue was exactly as he and his design team had imagined it: crisp, spotless and effective, and it easily aligned with branding requirements. Upon entering the conference, visitors were greeted by ESS CIO Ed Fenton. Ed explained the event goal, as well as the features and courses available within the virtual environment. Employees were free to navigate between six ESS booths and one training booth. Learners could launch courses hosted on the enterprise LMS to supplement symposia offered within the conference. They could also link to, the ESS *Idea Management System, where they would directly submit ideas from the event. At* different locations senior executives appeared as virtual hosts**.** Attendee questions were fielded in real time by "iGurus" on topics ranging from the innovation process,

Results

The official launch day of the innovation program saw more than 2000 participants from 31 different countries come together to learn and network with one another. "The attendance exceeded our goals, and both, employees and management were extremely happy with the results" Phil said, "all of the feedback we received was positive." The event went off without a hitch, no guest speaker missed a flight or got caught in traffic; whenever an employee wanted to view a training session, it was available at the click of a button. After the live event ended it was placed on-demand so that any employee could access all content whenever it was convenient for them.

"Doing the training virtually was great it would have been too expensive and time consuming to bring everyone together any other way," Phil said. The event was so successful that Phil and his team received a Spot Award from management for their efforts. The site continues to be the first stop for innovation for ESS, and the team is now using it to launch and train employees on new products and tools being developed. Currently, ACS is working on a Virtual Engagement Center (VEC) in order to host multiple virtual events in the future.

Objectives
• *Align employees with corporate direction*
• *Innovation training*
• *Source new ideas*
• *Energize employees*
• *1,500 global learners*

Results
• *6000 registrants*
• *Over 2000 simultaneous Learners in environment*
• *Successfully trained employees*
• *Received "spot award"*