

Maximize the Potential of Your Employee Referral Program...

Improve Employee Referral Program Performance (ERP) with ERM's **Referral-Trac™** technology. Utilize **Referral-Trac™** to improve ERP performance, simplify administration and significantly lower recruiting costs. Once thought almost impossible to attain half of all new recruits from your ERP, **Referral-Trac™** puts this goal within reach.

ENERGIZE Your Employee Referral Program!

Referral-Trac™ Highlights:

- ✓ Easy-to-use online interface keeps employees informed of open positions.
- ✓ Effectively manages and tracks referrals and awards through sophisticated e-commerce and database management.
- ✓ Utilizes an ASP model - no hardware or software purchases necessary. Available 24/7.
- ✓ Referral forms and related pages maintain the look and feel of your organizations web site.
- ✓ Employees can easily access program rules and FAQ, maintaining consistency throughout the organization.
- ✓ Builds a private database of Candidates for future reference and direct employment marketing.
- ✓ Flexible award choices for each open position.

Key Benefits of Working with Employment Referral Marketing

Communication: Powerful technology combined with your traditional media facilitates corporate-wide ERP communication.

Frequency: Weekly communication can keep recruiting needs "top of mind" with employees.

Consistency: Messages, programs, rules and processes are managed consistently across the organization.

Efficiency: Cost-effective ROI compared to traditional recruiting methods. Easily measure program performance. **Referral-Trac** saves valuable time and resources.

Flexibility: Referral awards can include merchandise, travel, or cash.

Services: Professional account management bringing fresh ideas of "what works".

Competitive Advantage: ERM can give you an immediate recruiting advantage over other employers and your competition.

Referral-Trac™ Delivers:

- ✓ Better quality candidates
- ✓ Faster time-to-hire
- ✓ Lower cost-per hire
- ✓ Improved employee retention
- ✓ Reduced external recruiting \$'s
- ✓ Energy to your workforce



"Improving ERP Performance"

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