



Peoplefluent Transforms Recruiting and Redefines Hiring Outcomes for Organizations Worldwide with Launch of Peoplefluent Recruiting Mirror at HR Tech Conference 2013

Innovative Collaboration Platform Infuses Video, Social, Mobile and an Enhanced User Experience to Improve the Hiring Process and to Deliver a More Engaging Experience for Candidates

LAS VEGAS, N.V. – October 7, 2013 – [Peoplefluent®](#), a leading social human capital management technology company, today introduced Peoplefluent Recruiting Mirror, a groundbreaking recruiting platform that transforms engagement and collaboration with an unmatched interactive experience for job candidates, corporate recruiters and hiring managers. [Recruiting Mirror](#), one of the first solutions in Peoplefluent’s new Mirror product line and the first-of-its-kind in the Human Capital Management (HCM) market, features Peoplefluent’s best-of-breed talent acquisition solution infused with leading social collaboration technologies and extensive video capabilities to deliver a highly engaging, personalized and intuitive user experience. Peoplefluent Recruiting Mirror is being showcased at the HR Technology Conference and Exposition this week in Las Vegas (Booth #1201).

“As the competition for global talent continues to increase, the sustained success of businesses relies deeply upon the ability of human resource (HR) departments to strategically and effectively attract, assess and recruit the right individuals in an efficient timeframe, but with the broadest understanding of a candidate’s true competencies and organizational fit,” said Jim Lundy, president and CEO of Aragon Research. “This is a tall order, but Peoplefluent’s Recruiting Mirror delivers a game-changing approach to a long-time set of traditional recruiting processes – processes that may no longer be as relevant as the sea of talent and set of expectations evolve in a new generation of social and visual technology natives. The Company’s new Recruiting Mirror product solutions have changed the landscape and the requirements of recruiting solutions.”

Organizations get the most out of [talent acquisition solutions](#) when they are aligned closely with business objectives and users’ daily workflows to deliver a way to simplify common hiring process tasks. In the development of Peoplefluent’s Recruiting Mirror, the Company leveraged both customer feedback and deep user experience research to design a system for engagement – not a static system of record. Organizations that deploy Peoplefluent Recruiting Mirror can create an interactive talent community where candidates can better connect with an organization, recruiters can make better informed and more timely recommendations and hiring managers can leverage data-driven information to expand their workforce.

“With the launch of Peoplefluent’s cloud-based Recruiting Mirror, we have combined social collaboration, mobile and video technologies to reinvent the entire hiring and candidate experience with a revolutionary product that reflects the views, experiences and outcomes that are important to each user, dramatically improving productivity and decision-making for organizations worldwide that are competing for the best talent in today’s heated labor market,” said Jeff Carr, president and CEO of Peoplefluent. “Our Mirror solutions will be a major factor for organizations that need to find and retain

the best talent and the solutions will help redefine what is necessary for a new generation of workers looking for the best fit for their careers and professional growth.”

The seamless infusion of live video capabilities sets Peoplefluent’s Recruiting Mirror apart from other talent acquisition solutions and is more essential than ever given the wide proliferation of video content as a means for improved communication, learning and engagement. Comscore’s monthly index of Internet video usage in the U.S. noted that Americans watched more than 46 billion videos in August 2013, with 87 percent of those viewed on the Internet. High impact and high definition video within the Recruiting Mirror complements supporting features like embedded micro-blogging, chat capabilities and editing tools. The Recruiting Mirror solution offers the following benefits:

- Enables companies to add engaging personalized content to the recruiting process and deliver cultural and brand messaging in new ways;
- Encourages better engagement with job candidates, many of whom are accustomed to learning and delivering content through video;
- Expedites the hiring process through improved collaboration, communication, live chat and recorded feedback during the interview and assessment process; and,
- Helps recruiters quickly address repetitive questions that hiring managers and candidates often ask, a common pain point that takes time away from finding and hiring the best talent.

In addition to video, the Recruiting Mirror integrates social collaboration tools and talent analytics into the flow of work for each specific type of user through unique dashboards and a single sign-on (SSO) experience. Information relevant to the recruiting process – applicant profile information, a recruiter’s recommendations, hiring managers’ notes and more – is input by authorized users, securely stored within the infrastructure and then pushed to other users at appropriate times. Instead of manually entering information into various career sites and applicant tracking systems, or using other methods such as e-mail to discuss applicants, users can engage in real-time through the Recruiting Mirror.

HR Technology Conference attendees will be able to see live demos of the Peoplefluent Recruiting Mirror and Peoplefluent’s best-of-breed talent management solutions in Las Vegas this week.

About Peoplefluent

Peoplefluent is the leading provider of talent management solutions designed to support the entire workforce. We provide the mobile enablement, [social collaboration](#), information visualization and the domain expertise required to empower strategic decision making and true employee engagement. Our talent management solutions enable organizations to unlock each individual’s potential by removing the boundaries that limit the performance and productivity of your workforce. With the most comprehensive talent suite in the industry, including solutions for talent acquisition, talent management, workforce compliance and diversity, contingent workforce management, analytics and workforce planning, Peoplefluent offers a solution to optimize every step of the talent lifecycle.

Peoplefluent solutions have helped over 5,100 organizations in 214 countries and territories successfully achieve their talent aspirations. Today, 80% of the Fortune 100 relies on Peoplefluent solutions as part of their talent management delivery strategy.

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