

Recruit Marketing Acceleration Package (RecruitMAP)

Information Strategies developed the RecruitMAP using the Microsoft CRM development platform, which provides scalability, flexibility, and extensibility.

BACKGROUND

Competition among military branches to recruit the “best and the brightest” into service has never been more intense. A number of pressures are impacting the military recruiting community:

- Increased strain on the All-Volunteer Force (AVF)
- Low unemployment means potential recruits have options in the workforce
- Recruiters need to find creative methods of competing with civilian employers
- Technology of the recruits is changing FASTER than technology of the recruiters

Recruiters who are able to respond quickly to potential leads and interact effectively with new candidates gain an important advantage in the business of military recruiting.

SOLUTION

Recruit Marketing Acceleration Package (RecruitMAP) provides military recruiters and their leadership with powerful technology solutions to streamline the recruiting process while leveraging existing investment in recruiting “systems of record.”

RecruitMAP also augments existing marketing programs by adding industry-leading targeted online marketing in video games, web search, and blogs to reach target audiences and convert more “cold leads” into closed contracts.

RecruitMAP enables military recruiting commands to:

- Augment existing systems of record with powerful online marketing tools
- Link together online marketing tools with Microsoft Outlook-based process automation for the individual recruiter
- Bring together data from multiple sources to present the recruiter with a “virtual dossier” on each new lead to help them prioritize and make distinctions between “warmer” and “colder” leads
- Target marketing messages to specific audiences and within key geographic locations

Solution at a glance

Microsoft CRM based application that leverages .NET extensibility

Technologies Involved

Microsoft Dynamics CRM, SQL Reporting Services, Microsoft Office SharePoint Server 2007 and Microsoft Excel

RecruitMAP utilizes familiar Microsoft technology and tools recruiters already use, such as Microsoft Outlook®. By working with familiar applications, RecruitMAP is a quick-study for recruiters. Underneath Microsoft Outlook is a powerful engine for tracking, analyzing, and dynamically interacting with potential recruits. With Microsoft Dynamics at the core of RecruitMAP you can bring together data to help recruiters respond to leads faster and more effectively.

Additionally, with RecruitMAP Gateway, you can create interoperability with existing recruiting systems to present a single picture to the recruiter. This approach will ensure that data within the Outlook environment is synchronized with your existing systems of record.

By automating the process of sharing and accessing information, recruiters can build an immediate connection with potential recruits and lessen the risk of losing a solid lead to their recruiting counterparts within other branches of the military. RecruitMAP reduces the risk of losing valuable leads by maintaining a contact history and offers easy ways to integrate contact information with existing databases to improve how you manage, track, access, and analyze recruitment correspondence and information.

To win the online “search and convert” strategy, military recruiting personnel must engage prospective recruits in an intuitive and information-rich web experience that cultivates the relationships – from first visit to a web site all the way to contract signing. Fundamental to success is the ability to target specific audiences in specific geographic locations and regions. RecruitMAP makes this geographic targeting possible – and powerful – with Microsoft Virtual Earth.TM

Embedded in Microsoft RecruitMAP is an integrated set of services enabling recruiters to generate geospatial reports showing all marketing lists on maps which are color coded with specific contact information. Recruiters can drill deeper into prospect entries and gain an expansive “birds-eye view” of prospect data, including a prospect’s home location, status of personal readiness (such as completion of the SASVAB), and location of other key influencers in the area such as retired military personnel or other recent recruits. Additionally, the recruiter can use a geospatial “list builder” to help prioritize appointments to use time efficiently.

RecruitMAP delivers more targeted, measurable and effective opportunities for military recruiting advertisers to reach the pool of qualified candidates in the rapidly growing and interactive medium of online games.