

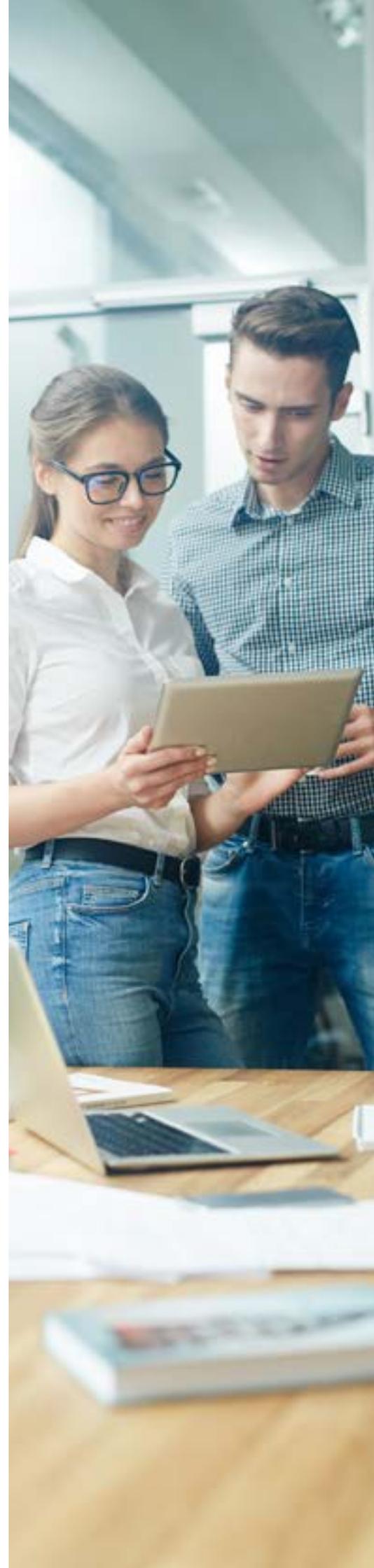
The Complete Guide to Employee Referral Programs

A detailed and in-depth e-book on what to look for when investing in a digital employee referral program for your organization.



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Introduction

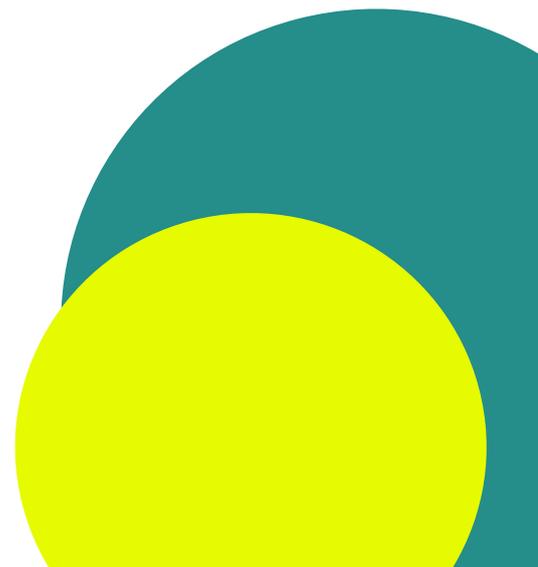
With the move to more remote working and the radical transformations that have taken place in the way we work thanks to Covid19, recruiters are changing how they source top talent. Yet still, employee referrals lead amongst the top sourcing approaches, making an employee referral program, now more than ever, a vital element of every talent acquisition strategy.

It's a well-known fact that referrals make the best hires. 82% of workplaces ranked employee referrals as the top recruiting channel when generating a return on investment. Deloitte's study identified that over fifty % of companies mention employee referrals as their leading source of high-quality candidates. And the further you look into it, the more it becomes evident: almost all of the time, the hiring process's first action should be asking your current employees if they know of someone who could be a perfect fit for a role. Why? LinkedIn research determines that obtaining a referral is a cheaper way to hire (saving at minimum, \$18,000 per hire), a faster way to hire (just 29 days), usually results in a far better hire (thanks to faster onboarding and more productivity), and decreases your organization's turnover rate (46% of referred hires stick around for at least one year or more).



Over 50% of companies surveyed by Deloitte cited employee referrals as their top channel for sourcing high-quality candidates.

This e-book is designed to give you a lot of suggestions, guidance, and recommendations on making your program the most successful it can be. Think of it as your all-inclusive resource to digital employee referral programs. We'll support you in identifying how to create or improve your employee referral program so that you can receive more top-quality referral hires that will also increase your bottom line profits.



1. How To Build A Successful Employee Referral Program

Employee referrals are a key factor in any talent acquisition strategy, but how can you build one successfully? Especially for larger organizations and global corporations, creating and maintaining a successful referral program can have a significant impact on their recruiting and retention rates. After implementing employee referral program in hundreds of organizations around the world, here are the five main pillars we've identified that will be crucial to a referral program's success:

1. What Is Your Purpose?

One of the most essential steps to undertake when launching an employee referral program is to determine your "why". Do you want to improve the quality of your candidates? Do you intend to grow a pipeline of talent? Reduce hiring spend? While there are a number of benefits from having a great referral program, it's important to identify your key factor for wanting one, which will allow you to establish a clear strategy, objectives as well as KPIs for your talent acquisition team and organization.

2. What Will Your Strategy Be?

What often comes as easy to startups and smaller companies can become major stumbling blocks for larger organisations and global corporations, especially when working on implementing a referral program at scale. What are your goals and how will you get there? What will be your launch strategy? Who are your internal and external target groups and how will you reach them? How will it be integrated into your HR-IT architecture? Most of your strategy will depend on what your company setup is, how big your organization is, and on what scale you wish to start your referral program.

Benefits of employee referrals

- ✓ reduced **hiring time**
- ✓ reduced **recruitment costs** significantly
- ✓ better **conversion** rates
- ✓ improved **quality** of hires
- ✓ better employee **retention** rate
- ✓ easy find candidates for **hard-to-fill roles**
- ✓ improved employee **engagement**
- ✓ boosted **employer brand**

3. How Will You Empower Your Employees?

Empowerment is the third pillar, and a critical element for your referral program's success. In order to get your employees onboard, it's vital to effectively and proactively communicate with your employees. Identifying ambassadors within your organization can be extremely valuable during this stage, and this is also where the technology used will become important. Convince and educate your management teams as to why employee referrals need to be a standard part of your talent acquisition strategy by outlining the benefits for them. The training and education of your talent acquisition team and employees is also vital for a successful referral program.

4. What Incentives Will Work Best?

A proper reward strategy is something that is often overlooked when it comes to referral programs, with many companies simply giving a monetary reward on successful hires. However, it's essential to identify the right reward strategy that matches your culture and facilitates your strategy. Rewarding your employees for their participation and activities to do with your referral program will result in long-term motivation and will keep high quality referrals coming in over time.

4 ways to create an employee referral culture

Get your CEO and managers on board

If executives consider recruiting a top priority, the rest of the organization will follow suit.

Highlight the benefits for your employees

Involving your employees in their recruiting process gives them a voice and allows them to help build great teams.

Have a strong brand

Make sure your employees know your company values and what makes for a great referral.

Show appreciation for your employees

Reward and incentivize your employees for their participation in your referral program. Make it fun with exciting rewards!

5. Can You Achieve Automation?

Automation is the fifth and final pillar for success, and one that is crucial to minimize workload, errors, resources and time. A good digital employee referral program will allow you to automate your workflows in order to be able to scale things, it should integrate with your existing systems and processes (including your applicant tracking system), and automate your workflows for your recruiters as well.

The 5 principles of referral success



The 5 principals of referral success are defined by Firstbird as the main pillars for a successful employee referral program and consist of purpose, communication, empowerment, incentivization and automation.



2. The Importance of Choosing the Right Platform

When a company is looking to buy an employee referral program for their organization, it's important they take a number of factors into account. At Firstbird, we begin our customer's journey by completing our [employee referral canvas*](#) together with them, which gives you a good idea of the kinds of questions that need to be answered when searching for the ideal referral program.

To start with, it's imperative that you choose a new platform that will work alongside their ATS if you have one in place. It's also important that your company identifies the reward strategy that will be used to incentivize employees to provide referrals. Make sure that you identify how referrals will be given, that you reward for both activity and hire, that you're careful with when rewards will be paid out, and you also make clear who will qualify for these rewards in your reward policy. It's also vital that a clear communication strategy is formed before launching the program. Employees won't provide referrals if they don't know about open positions, and therefore all employees should be informed of the program and know how it works. Once referrals have been made, your employee referral program should also have a system in place that keeps employees informed about the referral status.

When using a referral canvas to guide you through creating your strategy for your employee referral program, you should also think about how you will invite employees, or Talent Scouts, to the program. Administrative reward processing must also be taken into account. Keep in mind that the accounting process and payroll tax may need to be administered for any rewards that employees receive, which should be factored into the process as well.

Employer branding is another integral component for any employee referral program. The company that's implementing this program must determine how employees will be able to effectively spread job postings

*The Employee Referral Canvas is a one-page employee referral strategy that looks at reward, communication, technology and other major factors of a referral program. It can be found on page 26 of this guide.



and employer branding throughout social networks like Facebook and LinkedIn, and be sure that their choice in technology offers these options.

The Firstbird program makes it **simple to get employees on board**, spread the word about the program, make referrals via several different channels, manage referrals, and **show appreciation to employees** who reach out to their networks, as well as those that make referrals. By showing appreciation and providing rewards to employees who make referrals, they will be more likely to make **additional referrals** in the future.

Make sure that all of the technology you use can be readily integrated into any internal systems. The goals you have for your employee referral program should also be identified before the program begins. After the program has been in place for one year, the results can be measured to determine if all goals are met.

If you need to convince management of the need for an employee referral program, make sure to emphasize the benefits as well as the costs that come with making a bad hire. It's been estimated that a bad hire can cost up to \$240,000 in total expenses pertaining to the retention, hire, and pay of the employee in question. Therefore the importance of choosing the right employee referral technology for your company is paramount, and a good deal of consideration and time should be spent evaluating all the different options.



3. Creating a Budget

Before searching for the right employee referral program, it's important to create a budget that will get you the software you require at the price you're willing to pay. While referral hiring is much more affordable when compared to standard hiring and recruitment practices, having a set budget will make it easier to identify the ideal program for your organization. The top software for employee referral programs will provide features like:

- In-depth referral tracking options
- Dynamic and tiered bonuses that allow for a comprehensive reward system
- Custom fields for employees to provide feedback for referrals
- Extensive reporting on bonuses
- Internal mobility options that give employees the ability to refer themselves for an open position
- General referrals that can be used for future job openings
- A mobile application
- Branding elements
- User support that's easily accessible via a help center

The inclusion of all of these features should make it easier to avoid bad hires. However, the budget that you create may not allow you to obtain all of these features. Different programs offer different pricing structures. For instance, some programs will be available for a low cost but will only provide a limited feature set and no consulting or implementation support. These programs will generally have tiered versions that offer additional features like company training and the ability to make an unlimited number of hires with the program in question.

Common Pain Points

Do you have these pain points when it comes to recruiting? Need a few ideas to convince top management? Here are a few recruiting challenges that a great employee referral program can overcome:

- Low quality candidates
- High volumes of low quality applicants
- Employees not sharing open positions on their social media networks
- Not being able to find candidates for hard-to-fill or niche positions
- Internal candidates not having an easy way to apply
- Employees not making enough referrals
- High cost per hire
- Long time to hire
- Small or no talent pool
- No accountability system for tracking of employee referrals
- Clunky process for referrals that puts employees off
- No feedback given to employees on the status of their referrals
- Manual or no communication with employees on their referrals
- Poor or no tracking of employee referrals for recruiters
- Lack of data and statistics on referrals, making it hard to improve



4. Knowing What to Look For

Not all employee referral programs are created equal. Each program and piece of software will have a slightly different feature-set, which must be taken into account before making your selection. Below are 11 of the top features that you should look for in a digital employee referral program technology. Each of these features is important towards having a referral program that is robust and will deliver results.

Usability

It's very important that employees and managers alike are able to access and correctly operate the employee referral program that your organization uses. If you want employees to make a large number of referrals, the process for doing so should be as simple and straightforward as possible. As touched upon previously, some programs will offer training that can be invaluable towards getting everyone on board with using the program. While it's possible that only admin training will be available, many of these programs offer company-wide training that you should look into.

Employees will expect to be provided with a seamless journey that takes them from the initial phase of making the referral to the tracking and reward stages of this process. Recruiters within the company will also want an easy way to check the status of referrals. It's important that everyone within the company is able to access and use the employee referral program that you select. Poor usability can frustrate employees and reduce the number of employee referrals that you obtain.

Mobile Referral App

Make sure that a mobile referral app is included with the software. The vast majority of employees use smartphones and will want to gain access to status updates and other elements of the program from the convenience of their phone. Mobile apps are also highly beneficial for the company that's using the referral program.

For instance, push notifications can be sent to employees immediately when job openings are available, which allows these employees to make referrals with just a click of a button. Since the majority of employees will likely access the employee referral program from a mobile application, it's essential that the app is intuitive and easy-to-navigate.



Enterprise Compliance

Enterprise compliance is a critical feature and it's vital that you request proof of this in the early stages of your referral program search, as it's a feature not always offered by all vendors. An employee referral program processes highly sensitive personal data of both employees and candidates and therefore you need to ensure the program fully meets data privacy standards. For example, the program must be completely GDPR compliant if it will be used with Europe, and you must look at things such as cookie consents, customizable terms and check-boxes. You also need to ensure it meets your IT security standards, for example Multi-Factor Authentication, encryption and secure hosting, plus any more requirements you may have. For many bigger companies that have complex requirements, the enterprise compliance check can be a lengthy process and we advise to make this one of the first things to look for when investing in digital employee referral technology.

Gamification

Gamification refers to using game principles and design elements within various non-game applications and contexts. These elements can include competitions with other people and point scoring. The employee referral program that your organization selects should use gamification to boost usage rates and engagement. When implemented correctly, gamification will use different types of game mechanics to bolster employee participation within the employee referral process.

It's important to understand that nearly 70 % of large corporations have integrated gamification into their workplaces. While these mechanics have been used in a variety of different situations, they are highly beneficial when combined with employee referral programs. One popular aspect of gamification is appreciation. When an employee provides your company with a referral, they need to hear something

Gamification encourages employees to make **further referrals** in the future and guides employees in providing **high quality** referrals for your business.

back after taking this action. This appreciation could be provided with reward points or other incentives. These incentives push the employee to make further referrals in the future, and guides employees in providing high quality referrals for your business.

Search for an employee referral program that uses a heavy amount of gamification to encourage competition among other employees and to increase the amount of referrals that are obtained through the program. You should also choose a program that offers creative prizes and rewards. Likely the most effective rewards are ones that are available for groups, departments or companywide challenges. The point of this approach is to provide employees who use the employee referral program with something to strive towards. You should also look for a program that offers smaller rewards for employees who still participate in the referral program, regardless if their submitted referrals are hired. Rewarding employees for their participation and activity in the referral program will guarantee long term success.

Reward Shop

When searching for the best employee referral program for your organization, make sure that you choose one that provides a premium reward shop. This shop should be intuitive and simple to use for employees who access it. You should also provide these employees with notable rewards that will incentivize them to continue making referrals.

Although many companies use only monetary rewards for their referral programs, it has been found that non-monetary incentives can be much more effective. There are a range of creative rewards that you could place into the shop. For instance, the reward for an employee who makes three successful referrals could be recognized by the CEO of the company when everyone in the organization is taking part in a meeting. Social recognition can be highly sought after among employees who want to continue growth in their career.

The best reward to place in the reward shop is a vacation or trip that allows employees to get away from the stresses of everyday life. While these trips could be anything from a wine tour in Europe to a vacation in Hawaii, you could also offer weekend getaways to a popular destination nearby, which significantly lessens the cost of the reward.

Did you know?
Rewarding employees for both their referral activities and successful hires will ensure **long term success.**

When identifying what your reward shop will look like, focus on:

- Rewarding quality over quantity
- Making the rewards fun
- Providing recognition for effort
- Providing some form of feedback
- Encouraging participation from all employees
- Providing a collective reward to the department or office that delivers the highest number of qualified referrals
- Setting monthly or quarterly goals

Matching

Another top consideration when buying an employee referral program is the ability that the software has to match employees with open positions. Matching jobs with employees by department or location for example, will mean that employees will be informed of jobs that are relevant to them and their networks. In addition to this, an excellent referral program will also allow for employees to add additional matching options outside of their own department and location if they wish. It should then be possible for the employee to send a posting for the job to any connection via email, social networks or a simple link share. This is just one example of the types of modern features that can be available in employee referral programs and software.

Traceability of Referrals

Referral tracking should be a key feature of any employee referral program you consider purchasing for your company. The tracking information that's provided to recruiters should be clearly displayed and easy to understand with information such as the referring employee, the channel over which the candidate applied and a privacy acceptance stamp. If the information is vague or unclear in any way, both recruiters and employees will likely become frustrated. It is also essential that the

Quick tip

A great way to determine the **implementation support** provided by the vendor is to ask the consultant about user trainings, communication workshops, reward strategies and the launch assistance provided.

referral program incorporates a feedback loop, so that the recruiters can provide information to the employees on the status, quality and outcome of their referral.

These systems are simple yet highly effective at providing employees with a kind of feedback that allows them to remain up-to-date on the status of their referral. This information should be provided in real-time, which is why you might want to stay away from employee referral programs that don't offer real-time communication.

Implementation

Implementation is among the most important aspects of purchasing a new employee referral program. It's not enough to provide recruiters and employees with a quick introduction to the referral program before leaving them to figure out the ins and outs on their own. Modern referral programs can come with a myriad of unique features that can take time to learn. As such, the program you choose should include some implementation support and training to assist you in getting a handle on how to use the program. For instance, look for programs that offer in-depth strategy workshops on how to effectively use the referral program.

Administrator training should also be available to provide IT administrators with a more technical look at the software that powers the program. Some programs will also offer a rewards store workshop that helps businesses create the optimal reward strategy. Once all of this training has been applied, the administrators and employees in your company should fully understand how to use the software.

Engagement

Once you have successfully launched and onboarded your employees to your referral program, it's important that you drive engagement with Talent Scouts and employees who may be able to provide regular referrals. The best employee referral programs will offer tools to assist you in boosting engagement. While these tools can vary significantly, it's important that the program and software you select offers at least some assistance in this regard.

For one, the program should provide regular



performance calls that analyze the efficacy of the program and determine what steps can be taken to improve engagement. Look for programs that offer at least 3-6 months of these calls. A number of programs will offer ongoing consulting. The consultant will assist you in strengthening your employee engagement. With software like Firstbird, ongoing consulting is available in the higher tiers of the program.

Support

Support is another crucial component of an employee referral program. When all of the employees at a company are using a software, there will invariably be bugs and other technical issues that occur along the way. When these issues take place, it's important that your employee referral program of choice is able to provide you with quality support that answers any question you have and resolves any problem in a short period of time. With the Firstbird referral program, access to a help center is available for everyone regardless of the package they choose.

Along with online support, you might want to choose a referral program that offers phone and email support with fast response times. Make sure that you avoid any program that won't provide a response to your email in less than 24 hours. Even if the tech problems that you encounter are small, it may take some time for the IT administrators in your company to become familiar with the software, which is why ongoing support is particularly important in the first few months after the program has been implemented.

Integration to Your ATS

Applicant tracking systems are responsible for processing job applications, storing all materials provided with the application, and sending automated messages to applicants that give the status of their applications. Recruiters and members of HR will be able to view the information that's stored within the ATS when determining if the prospective employee should be hired. Once the individual has been officially hired, the information inside the ATS can be used to place the new employee on the company payroll. An ATS is a very important system that the majority of companies need in order to streamline the hiring process.

When buying an employee referral program, the program provider must be able to integrate the referral program directly to the ATS. It is quite common that many vendors may claim to have the integration you are

SAP SuccessFactors 

SmartRecruiters

Taleo 

workday 

Cornerstone 

greenhouse

saba 

ORACLE 

A few of the many integrations on offer with Firstbird.

needing, however you should confirm this by asking for references around the integration. It should be a proven integration already used by many other customers and you should make sure that every process you need is included in the integration. Because both the ATS system and employee referral program use similar technology, the integration should be simple and straightforward. Another idea is to ask your ATS provider for recommendations for employee referral program partners with a strong and solid integration. If the program you're considering won't integrate with your ATS, this may be a sign that technical support will be lacking. With most Firstbird packages, an integration with your ATS is automatically included for the utmost in convenience.

Integration to SSO and User-Management

Single Sign-On is a kind of authentication method that provides users with the ability to sign in to multiple websites and applications with just a single set of credentials. With this type of software in place, employee frustration should be kept to a minimum. The employee referral program you choose should include a full integration to SSO, which will allow employees to sign into the software with the same credentials that they use for other applications and websites.

Another feature that's highly important when choosing an employee referral program is user management. With real-time user management, all employee information can be accessed upon registration. This information will remain updated and will eventually be deleted when it's no longer necessary. The inclusion of these features indicates that the software provider is serious about the support they provide to customers. Firstbird provides both of these features when you buy the employee referral program.

Now that you know what to look for in an employee referral program, you should have a clear understanding of what you and your company want from a referral program. The right amount of features and support

Questions to ask a vendor

Are you **GDPR** compliant?

Is your platform **secure**? What about data privacy?

Who are some of your **customers**?

What kind of technical **support** do you provide for users?

How **user friendly** is your platform?

Can your platform be used by **non-desk** employees?

5. Talking to Other Customers

Once you have seen a customized demo of the software you are interested in, you're likely ready to narrow your options to a select few. At this point, choosing the right employee referral program for your company may become more difficult. First, it's important to ask the vendor some questions about the level of support that you'll receive as well as the kind of commitment that the vendor can provide. Because of the ongoing support and training that will likely be offered in your program of choice, it's essential that the vendor in question will be around in a year or two. Avoid vendors that look to be in financial trouble.

When speaking to the vendor, make sure that you inquire about their ability to scale. If your company is expected to see continual growth over the next few years, the program you select should be able to scale up to meet your expanded needs. After you have obtained some useful information and further narrowed your options, read some product reviews on various directory websites like Capterra and Software Advice. Company pages on LinkedIn and Facebook may also contain reviews that can provide you with insight into the software you're thinking about buying.

The vendor should also be able to give you several references of past companies and organizations that they've worked with. By speaking to past customers, you can gain a better understanding of what the vendor is like and if their program is worth it. Ask questions about the ease-of-use of the software, any unexpected problems that occurred, and how much support the customer received. If a vendor doesn't provide you with references, they likely aren't worth your time.

Questions to ask a reference

How long did it take to set up the integration?

Have you experienced any unexpected problems with the technology?

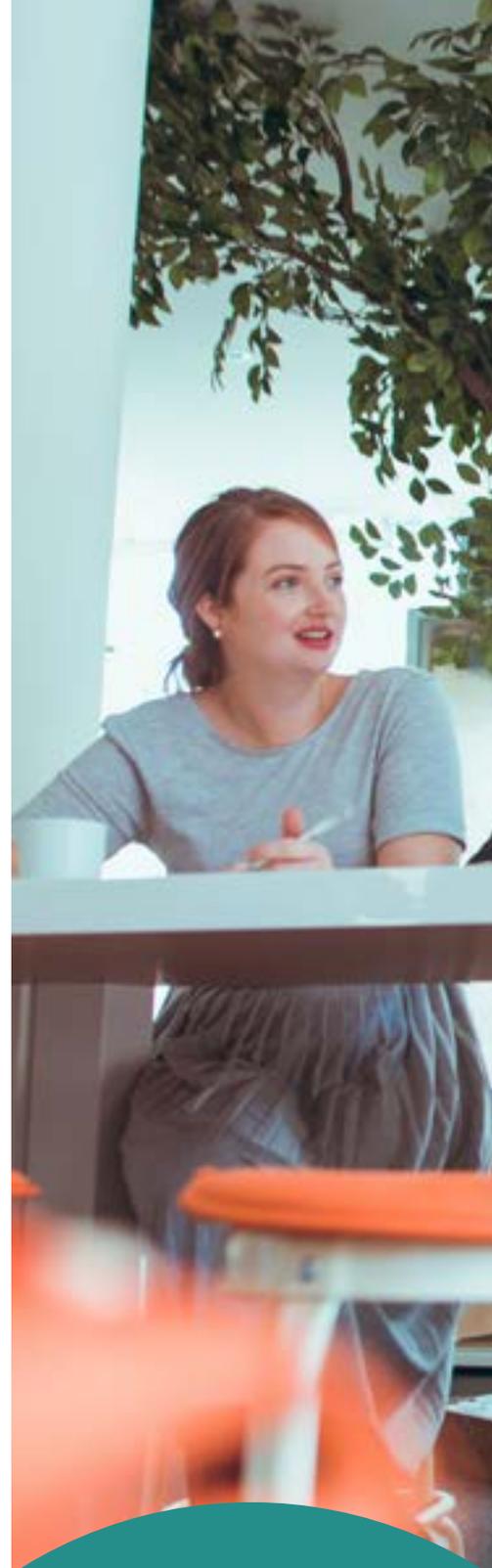
Were you happy with the implementation support?

If you could go back, would you implement this referral program again?

6. Picking Your Winner

Having an employee referral program in place can make all the difference in the world when you're trying to bring in qualified and talented employees who will stay with your company for many years. While other recruitment methods can be effective, they also have the tendency to be expensive and provide lackluster results. Because of the many benefits provided by employee referral programs, the research process for this type of software can be time-consuming. At this point, however, all of your research should be finalized.

It's now time to pick your winner and choose a new employee referral program to integrate into your company. Once you have made your decision, all that's left is for you to purchase the software. If you choose a program that offers training and integration into the SSO, ATS, and other systems, the vendor should handle most of the initial setup in the following days after the purchase has been made.



7. Employee Referral Program (ERP) Evaluation Worksheet

The top employee referral programs will have many features that give you everything you require to bring in quality referrals from your employees. The following evaluation worksheet includes a wide range of features available through Firstbird that you should compare with any other software you're thinking about buying. The five basic categories of ERP tool requirements include:

- Basic requirements
- Rewards and user engagement
- Integration to ATS and application workflows
- User management
- Data privacy and compliance

Each category includes numerous features that should be provided in the employee referral program of your choice.



Basic Requirements

Customization	Firstbird			Notes
Account branding features to showcase your CI	✓			
Customize personal message templates and images for social network shares	✓			
Different job brandings are available depending on location or department	✓			
Customize your company description for shares on social networks	✓			
Include pictures or videos and other content to your job postings	✓			
Desktop Version				
Referrers can share jobs on all major social networks including WhatsApp	✓			
Referrers can make direct referrals	✓			
Referrers can see the status of their referral in their account	✓			
Users can customize their notifications (which events they will be informed about)	✓			
Referrers can apply themselves for positions	✓			
Referrers can provide feedback to candidates who applied through their share	✓			
Mobile App				
Referrers can share jobs on all major social networks incl. their preferred messaging providers (e.g. WhatsApp, Signal, Telegram, WeChat, etc)	✓			
Referrers can make direct referrals	✓			
Referrers can see the status of their referral in their account	✓			
Users can customize their notifications (which events they will be informed about)	✓			
Referrers can apply themselves for positions	✓			
Referrers can provide feedback to candidates who applied through their share	✓			
Reporting				
There is a standardized reporting available for all recruiters	✓			
Customer receives a monthly export including all activities of the referrers	✓			
Customer receives a monthly export including all the referral and share performance of all active jobs	✓			
Customer receives a monthly export including all pending, due, and executed reward payments	✓			

Rewards and user engagement

Rewards and Engagement	Firstbird			Notes
Customer can set up multiple rewards and select a reward for each job	✓			
Rewards can be split into several payments (e.g. first installment after hiring, second installment after 6 months)	✓			
Customer can set up non-monetary rewards	✓			
Rewards Management				
Customer can accept or decline reward	✓			
Option for auto-approve rewards	✓			
Recruiters are notified when rewards are due for payout	✓			
Reward payments can be declined if they don't meet the customer reward policy (e.g. referrer is working in recruiting)	✓			
Talent Scout is informed of reward approvals	✓			
Customer can receive weekly or monthly reward payment reports for their compensation and benefits department	✓			
Referrer Engagement				
All of the following referral activities can be tracked and are shown to the referrer: Views of job shares, direct referrals, applications, interviews, hires	✓			
Referrers receive points for their activities to gamify the referral process	✓			
A leaderboard based on the activity of referrers is available	✓			
Referrers are informed about the achievements of their colleagues	✓			
Reward Shop				
Customer can set up a dedicated reward shop in their referral account	✓			
Referrers can earn points for all activities and redeem these points in the reward shop	✓			
Items in the reward shop can get limited	✓			
Customer can set up points for the reward shop as referral bonus instead of monetary rewards	✓			
Certain rewards can be exclusive for users with a certain level of activity	✓			
Fraud Prevention				
The referral program can prevent fraudulent collection of points on fake shares and views	✓			
The referral program can prevent spam or fraudulent collection of points on fake applications	✓			

Integration to ATS and application workflows

Integration to ATS and application workflows	Firstbird			Notes
Candidates are forwarded from the referral program to the customer career website to see the job requirement and to finalize their application	✓			
Candidates who applied via a share or direct referral can be traced back to the referral program. Measurements of all referral activities as stated in 2 are guaranteed and the user engagement requirements as stated in point 2 are not affected	✓			

User management

Authentication				
Multi-factor authentication is available to all users and can be enforced for selected roles	✓			
Single-sign-on is available for all users	✓			
Customer can enforce SSO and disable login via email and password	✓			
New employees are automatically added to Firstbird through SSO just-in-time provisioning	✓			
Password Policies can be customized to the needs of the organization. This includes e.g. the characteristics of the password (lengths and number of special characters and numbers)	✓			
Customer can set-up a customizable registration page for employees to register to the referral program. The registration can be limited to the organization's email domains	✓			
User Management				
Users can be managed by the Administrator in the account including all the following activities: deactivate, delete, change role, change department, change location	✓			

Data privacy

Data privacy	Firstbird			Notes
Referrals that have finalized the recruitment process are automatically deleted after a customizable time-span	✓			
Candidates who were referred by a Talent Scout but did not actively apply get deleted after 30 days	✓			
All users can delete their account themselves	✓			
When users delete their account, all personal data is deleted. Statistics remain but cannot be traced back to the individual	✓			
Users can set themselves incognito in the registration process, making themselves invisible in the program to other referrers (e.g. in the leader-board)	✓			
Data privacy regulations can be customized	✓			
Check boxes for user registration forms and application forms can be customized	✓			

8. ERP Glossary

There are some basic terms that you should be aware of before buying an employee referral program.

ATS

Applicant tracking systems are software applications that are able to collect, scan, rank, and sort any job applications that get sent in. These systems can handle thousands of applications every week and are typically integrated with employee referral programs.

Mobile App

Mobile applications are programs that can be downloaded on smartphones and tablets. Mobile apps for employee referral programs provide employees with easy-to-use tools that allow them to make new referrals and track the progress of any past referrals.

Implementation Support

This process should be provided by the employee referral provider, and involves helping the customer become familiar with the tool through a series of workshops, calls, trainings and strategy meetings.

Referral Program

A comprehensive program or piece of software that makes it easy for employees to refer members of their network to your organization when job openings become available. Referral programs are designed to facilitate high-quality hires.



Referee

The person who is referred by another individual for an open position.

Referrer

The employee who refers another person for an open position.

Reward Shop

A company-specific rewards store that provides employees with a place to accrue and spend the points they gain from referrals.

SSO

A type of authentication method that allows employees to access numerous websites and applications with a single set of credentials.

Talent Scout

An individual, usually an employee, who participates in their company's employee referral program.



Employee Referral Canvas

<p>Reward Strategy How do you currently incentivise referrals? When are rewards paid out? For which activities and successes are rewards available? Who may receive rewards in the company, who is excluded from rewards?</p>	<p>Communication Strategy How is the program communicated? How are employees informed about new and relevant jobs? How are employees kept up to date on the status of the referral?</p>	<p>Stakeholders Which internal stakeholders are involved?</p>	<p>Talent Scouts Who are invited as Talent Scouts (=referrers)?</p>
<p>Administrative Reward Processing How is / can the payroll tax & accounting process be administered?</p>	<p>GDPR How is it documented and ensured that the referred candidate has agreed to the disclosure of personal data?</p>	<p>Employer Branding Can employees spread jobs and the employer brand on social networks?</p>	
<p>Technology How could the program be technologically implemented? With which internal systems would it need to be integrated?</p> <p>Process How is it ensured that it is traceable who made which referral (first)?</p>		<p>Goals What measurable goals should the program achieve after one year?</p>	



The Employee Referral Canvas is a one-page employee referral strategy that looks at reward, communication, technology and other major factors of a referral program.



Firstbird is the global leader in employee referral programs. We combine our state-of-the-art technology with our expertise to bring global corporations and their employee referral programs to new heights.

To learn more, visit
firstbird.com/en

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