

THR84

SAP SuccessFactors Recruiting: Candidate Experience Academy

COURSE OUTLINE

Course Version: 2511

Course Duration:

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Typographic Conventions

American English is the standard used in this handbook.

The following typographic conventions are also used.

This information is displayed in the instructor's presentation	
Demonstration	
Procedure	
Warning or Caution	
Hint	
Related or Additional Information	
Facilitated Discussion	
User interface control	<i>Example text</i>
Window title	<i>Example text</i>

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Course Overview

TARGET AUDIENCE

This course is intended for the following audiences:

- Application Consultant

Lesson 1: Identifying the Benefits and Functionality of SAP SuccessFactors Career Site Builder

Lesson Objectives

After completing this lesson, you will be able to:

- Summarize the key capabilities of an effective career site:
- Identify the benefits and functionality of Career Site Builder:
- Identify the benefits and functionality of Candidate Relationship Management:
- Identify the benefits and functionality of Recruiting Advanced Analytics:
- Identify the benefits and functionality of other core components:

Lesson 2: Locating and Accessing Additional Resources for Implementation

Lesson Objectives

After completing this lesson, you will be able to:

- Access the implementation documents and support options:

Lesson 3: Evaluating the Project Scope and the Customer's Current Solution

Lesson Objectives

After completing this lesson, you will be able to:

- Explore the use case: Best Run.
- Evaluate the contract/statement of work.
- Examine the customer's corporate website and current career site.

Lesson 4: Exchanging Project Materials With the Customer

Lesson Objectives

After completing this lesson, you will be able to:

- Set up a file sharing platform with the customer.

- Send the job delivery intake documents, implementation overview, and readiness checklist to the customer.

Lesson 5: Accessing the Customer's Backend Systems

Lesson Objectives

After completing this lesson, you will be able to:

- Access Provisioning.
- Access Recruiting Command Center.

Lesson 1: Conducting the Kickoff Meeting

Lesson Objectives

After completing this lesson, you will be able to:

- Explain the process flow to design the career site.
- Prepare a kickoff meeting presentation.
- Create a recruiting marketing project plan.

Lesson 2: Conducting Configuration Workshops

Lesson Objectives

After completing this lesson, you will be able to:

- Discuss how the customer updates the SAP SuccessFactors Recruiting Marketing Career Site Builder workbook with their requirements.
- Discuss the basic site design, global elements, images, brands, languages, and components with the customer.

Lesson 3: Determining the Site's Subdomain and Site Hosting Solution With the Customer

Lesson Objectives

After completing this lesson, you will be able to:

- Determine subdomain for their career site.
- With the customer, determine if the career site will be hosted or integrated.

Lesson 4: Ensuring That the Career Site Adheres to Leading Practices

Lesson Objectives

After completing this lesson, you will be able to:

- Incorporate leading practices for Search Engine Optimization (SEO).
- Design the site by using accessibility guidelines.

- Provide text and image recommendations for websites.

Lesson 5: Organizing the Customer's Content by Using Effective Career Site Elements

Lesson Objectives

After completing this lesson, you will be able to:

- Organize content using appropriate page types and components.
- Provide multiple ways for candidates to find jobs.
- Enable components on the home page to join the talent community to minimize drop-off.
- Demonstrate the use of pages and components on live sites.

Lesson 6: Confirming That the Customer's Recruiting Job Requisition Templates Meet Their Needs

Lesson Objectives

After completing this lesson, you will be able to:

- Determine fields that support the candidate experience, job distribution, and reporting.
- Configure objects to represent the customer's location information, if not yet completed.
- Add fields to the existing requisition templates, if necessary.
- Create and post job requisitions.

Lesson 7: Developing a Job Distribution Strategy With the Customer

Lesson Objectives

After completing this lesson, you will be able to:

- Conduct the job delivery intake meeting to discuss the customer's job marketing strategy.

Lesson 8: Recommending Enablment of the Internal Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Summarize the benefits of using the Career Site Builder site for internal applicants.

Lesson 1: Enabling Career Site Builder and Configuring the Data Center Information

Lesson Objectives

After completing this lesson, you will be able to:

- Enable Career Site Builder.
- Configure the Recruiting Marketing Data Center URLs.
- Enable Mobile Apply.

Lesson 2: Configuring Access to Career Site Builder for Recruiting Administrators

Lesson Objectives

After completing this lesson, you will be able to:

- Create a unique security key using a secure password generator.
- Configure site integrations in Career Site Builder.

Lesson 3: Configuring a Scheduled Job to Sync Active Jobs to the Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Configure data mapping from the job requisition to SAP SuccessFactors Recruiting Marketing.
- Configure API credentials in Career Site Builder.
- Configure service provider settings in Provisioning.
- Configure a daily job sync from Recruiting to Career Site Builder.

Lesson 4: Enabling the Unified Data Model

Lesson Objectives

After completing this lesson, you will be able to:

- Enable the Unified Data Model.

Lesson 5: Troubleshooting Setup Issues

Lesson Objectives

After completing this lesson, you will be able to:

- Diagnose and correct system setup errors.

Lesson 1: Configuring the Initial Site-Wide Elements

Lesson Objectives

After completing this lesson, you will be able to:

- Enable global site settings.
- Enable initial settings in the career site.

Lesson 2: Enabling Brands

Lesson Objectives

After completing this lesson, you will be able to:

- Enable the customer's brands.
- Set permissions for brands.
- Populate the Brand field on the job requisition template.
- Configure microsites for branded sites, if used.

Lesson 3: Configuring Brand-Specific Settings

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how to configure and utilize brand-level settings to enhance the candidate experience

Lesson 4: Creating the Career Site Pages

Lesson Objectives

After completing this lesson, you will be able to:

- Create the home page template.
- Create the content pages template.
- Create the category pages template.
- Create the headers.
- Create the footers.

Lesson 5: Configuring Other Career Site Elements

Lesson Objectives

After completing this lesson, you will be able to:

- Configure the search experience.
- Replace system text on the site, if required.
- Configure custom job layouts.
- Configure the cookie banner/policy.
- Configure the job alert email template.
- Enable a content security policy, if required.
- View and delete legacy functions.

Lesson 6: Completing Testing Iteration

Lesson Objectives

After completing this lesson, you will be able to:

- Enter the iteration 1 issue revisions in the career site.
- Enter the iteration 2 issue revisions in the career site.
- Enter the iteration 3 issue revisions in the career site.

Lesson 7: Localizing the Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Review localization requirements and responsibilities with the customer.
- Enable the approved locales.
- Duplicate each page on the career site and enter the translated text.
- Create a header and footer for each localized page and enter the translated text.
- Enable other locale-specific settings.

Lesson 8: Enabling the Reimagined Candidate Experience for Career Site Builder

Lesson Objectives

After completing this lesson, you will be able to:

- Create an adaptive application experience for candidates with branching questions

Lesson 1: Managing the SSL Certificate for the Production Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Generate a certificate signing request file with the customer's IT security team.
- Direct the customer to procure the certificate from a certificate authority.
- Provide the CNAME to the customer.
- Configure reminders for certificate renewals.

Lesson 2: Exporting the Career Site Settings From Stage and Importing to Production

Lesson Objectives

After completing this lesson, you will be able to:

- Use the move to production checklist to move to another environment.
- Export the Site Settings, Career Site Builder Settings, Category Pages, and Site Translations XML files.
- Update the values in the SiteExport XML file and SiteBuilderExport XML file.
- Import the XML files to the production environment.
- Run the job sync scheduled job.
- Confirm that the import was successful.

Lesson 3: Setting Up Roles in Career Site Builder

Lesson Objectives

After completing this lesson, you will be able to:

- Set up roles in Career Site Builder.

Lesson 4: Populating the Sources for Manually Posted Jobs

Lesson Objectives

After completing this lesson, you will be able to:

- Populate the sources where recruiters manually post jobs.

Lesson 5: Delivering Backlink Recommendations to the Customer

Lesson Objectives

After completing this lesson, you will be able to:

- Recommend backlinks from the customer's corporate site to the career site.

Lesson 6: Generating XML Feeds to Support the Customer's Job Distribution Requirements

Lesson Objectives

After completing this lesson, you will be able to:

- Create a standard XML feed.
- Write filter rules for custom XML feeds.
- Generate XML feeds to support customer-hosted career sites.

Lesson 7: Delivering Sitemap Links to Google and Bing

Lesson Objectives

After completing this lesson, you will be able to:

- Generate sitemap links.

Lesson 8: Going Live With the Customer's Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Perform a quality check of the production site.
- Receive written authorization to go live from the customer.
- Submit the Referral Engine Task support ticket.

Lesson 1: Gathering the Customer's Requirements in the Candidate Relationship Management Workbook

Lesson Objectives

After completing this lesson, you will be able to:

- Demonstrate how the customer updates the Candidate Relationship Management workbook with their requirements.

Lesson 2: Enabling Candidate Relationship Management and Set User Permissions

Lesson Objectives

After completing this lesson, you will be able to:

- Enable Candidate Relationship Management.
- Set user permissions.

Lesson 3: Creating a Landing Page with a Data Capture Form

Lesson Objectives

After completing this lesson, you will be able to:

- Create a data capture form.
- Create custom fields and add them to the data capture form.
- Create a landing page.
- Add a data capture form to a landing page.
- Configure the use of the Country field for data capture forms.
- Configure a Recruiting email template and trigger so the candidate can set a password.
- Demonstrate how recruiters can enable candidates to complete blank fields on data capture forms.

Lesson 4: Creating a Talent Pool

Lesson Objectives

After completing this lesson, you will be able to:

- Create a talent pool status set.
- Create a talent pool.
- Share a talent pool with other users.
- Add and manage candidates in a talent pool.
- Add attributes to a talent pool so that users can filter the list of talent pools.

Lesson 5: Creating an Email Campaign

Lesson Objectives

After completing this lesson, you will be able to:

- Create an email layout for use with email campaigns and manually generated Recruiting emails.
- Create a content template for use in email campaigns.
- Create an email campaign.
- Add recipients to an email campaign.
- Create an initial consent opt-in email campaign.
- Send email campaigns and view results.

Lesson 6: Running Reports on Talent Pools and Email Campaigns

Lesson Objectives

After completing this lesson, you will be able to:

- Generate reports on Candidate Relationship Management elements.

Lesson 7: Enabling Candidate Activity Tracking for Recruiters

Lesson Objectives

After completing this lesson, you will be able to:

- Set user permissions to track candidate activity.
- Follow a candidate and view their activities.

Lesson 1: Gathering the Customer's Requirements in the Recruiting Advanced Analytics Configuration Workbook

Lesson Objectives

After completing this lesson, you will be able to:

- Demonstrate how common reports are generated in Recruiting Advanced Analytics.
- Demonstrate how the customer updates the Recruiting Advanced Analytics workbook with their requirements
- Determine with the customer how to map their applicant statuses to Recruiting Advanced Analytics.

Lesson 2: Configuring Advanced Analytics

Lesson Objectives

After completing this lesson, you will be able to:

- Complete the initial settings to enable the daily sync job.
- Create test candidates to populate each of the applicant statuses.
- Map the statuses in Recruiting Advanced Analytics.
- Customize field labels for reports.
- Purge data if necessary to change status mappings or reload previous data.
- Set permissions for Recruiting Advanced Analytics users.
- Update the initial settings to ensure that the customer is notified when Applicant Workbench statuses are updated in the future.

Lesson 3: Mocking Up New Sources and Campaigns

Lesson Objectives

After completing this lesson, you will be able to:

- Mock up new sources and campaigns.

Lesson 1: Locating Relevant Resources and Tools

Lesson Objectives

After completing this lesson, you will be able to:

- Access available resources and tools to support SAP SuccessFactors solutions.