

# Firstbird

## Simplify, review and reward employee referrals

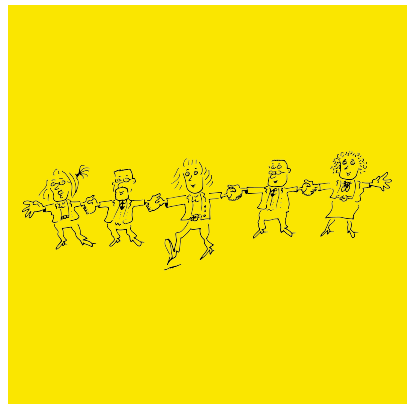
Studies show that referred employees remain in a company for longer, partly because the cultural fit is more likely to be right. The Firstbird referral programme lets your staff become an important part of the recruitment process. As authentic brand ambassadors, they share jobs within their networks and recommend candidates. At the same time, HR retains an overview of employee activities, referrals received and jobs advertised.

### Simple programme for employee referral process

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As soon as you publish a job, the opening appears on the Firstbird job dashboard. Firstbird compares your jobs with your staff's interests, specialities and locations. Employees then receive an automated email or app notification about job openings that may interest them. Your staff can then actively share the jobs in their social networks. It's also possible to directly refer suitable candidates and enter valuable additional information such as the reason for referral.

The incoming applications are automatically exported to your recruitment solution so you'll directly receive applications that suit your company culture and job requirements. You can keep your staff in the loop with status updates about the referred candidate's application process.



### Highlights

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- Digital employee referral programme
- Transparent referral tracking
- Cultural fit of recommended candidates
- Automatic status updates for staff
- Points system for individual rewards
- Seamless integration into the recruitment process
- Available as a mobile app for PCs and smartphones
- Authentic employer branding

## Transparent job and referral tracking

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With Firstbird, you won't lose track of any referrals. Thanks to personalised links, you can always follow which staff member you have to thank for your latest application. For each job, you'll see how much it has been shared and how many referrals have been received. In just a few clicks, you'll get comprehensive evaluations of the referral programme and can identify brand ambassadors. Easy-to-follow statistics let you see which networks are performing, which employees are the most active and how many potential applicants you're reaching. Referrers also have a clear overview of their activities thanks to personalised success statistics.

## Points system for individual rewards with Firstbird

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Motivated staff are the driving force behind a good referral programme. With Firstbird, your staff receive points for each activity. These points can then be used for incentives to show your appreciation. What's more, internal (team) competition increases the referral rate. But not every reward will have the same motivating impact on everyone. The Firstbird reward shop offers complete flexibility. You can define a selection of rewards. Your employees can then redeem their points for the rewards they want. With custom rewards and monetary bonuses, you'll show appreciation as well as motivate staff to submit referrals in future.

## Seamless integration into your recruitment process

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Firstbird can be seamlessly integrated into your existing systems and processes. A multitude of partners and integrations on the Firstbird Marketplace (including [SAP SuccessFactors](#) and [Haufe](#)) can be integrated in just a few clicks. Firstbird also facilitates the automated provision of user profiles and guarantees the security of your data.