

v44

## PLATFORM UPDATE NOTES

# INNOVATIONS - 2022 Release ONE

## NEW EPLOY TECHNOLOGIES

### Welcome to your new Eploy!

Welcome to the latest issue of Innovations, your guide to the latest Eploy features. As mentioned in the last issue, we are accelerating our roadmap to deliver updates more frequently. So in our first release of 2022, we have new integrations with Microsoft Teams and Zoom, some excellent new dashboards and metrics enhancements and some clever technology that can help improve your recruitment content creation.

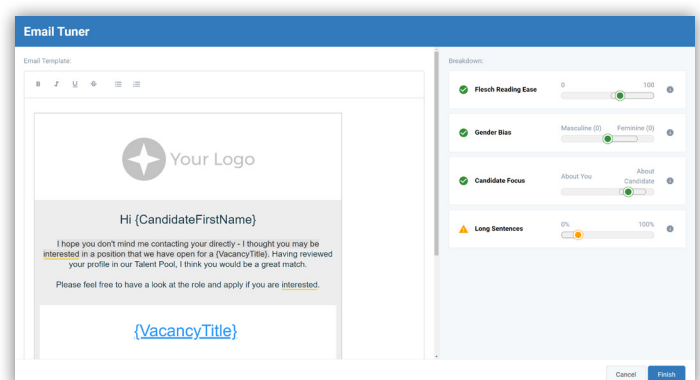
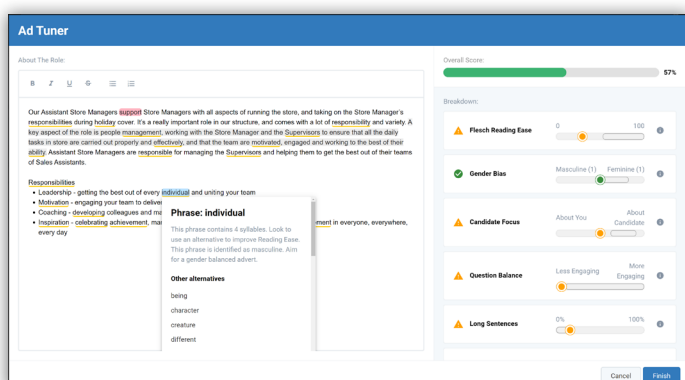
### NEW! AdTuner

AdTuner is your Recruitment Content Assistant, designed to help you craft job descriptions and email communications that are inclusive and engaging.

Based on academic studies, research and Eploy's proprietary algorithm, AdTuner scores your content using a series of tests, (see centre pages for details)

Eploy's AdTuner Score algorithm provides a valuable benchmark for analysing your Job Descriptions. And with Eploy Dashboards, it's easy to create dashboards that measure your vacancy performance based on your AdTuner scores.

Over time, as part of our AI strategy, AdTuner will learn and adapt to real-world results, assisting you to craft and adapt your content to deliver the results you desire.

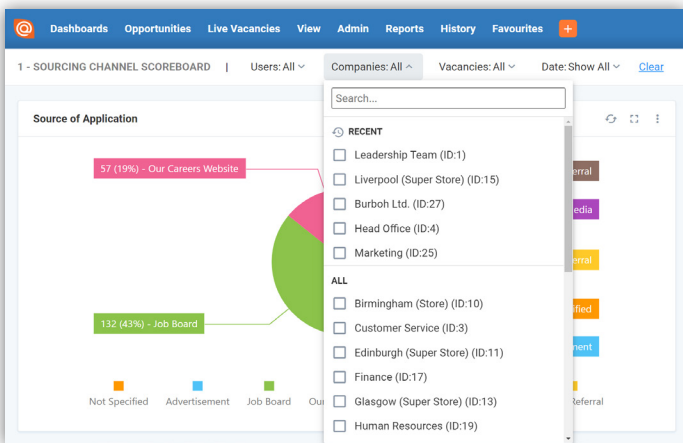


# Dashboard Improvements

## Dashboard Filters

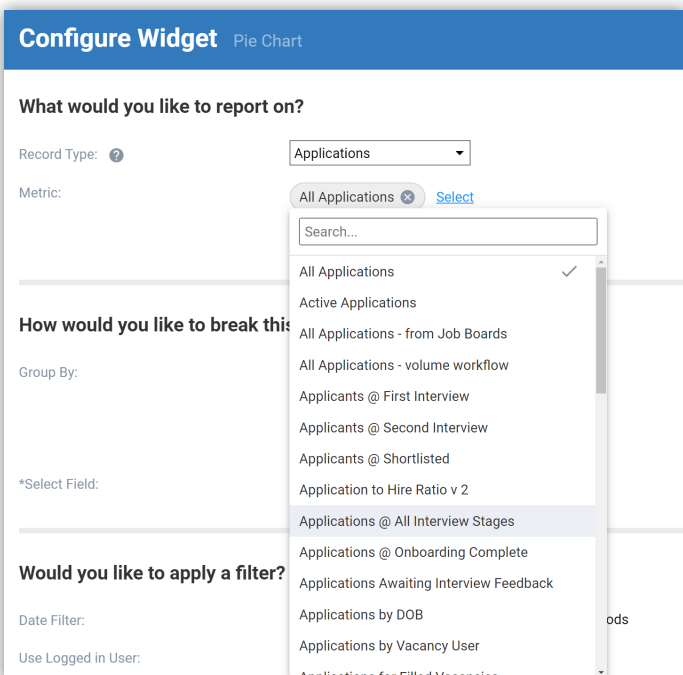
With Eploy's new Dashboard Filters, you can quickly filter entire dashboards by:

- Companies
- Vacancies
- Dates



By selecting a filter (or combination of filters), dashboard visualisations and widgets will recalculate based on your chosen criteria. For example, you might have a dashboard that displays candidate source information; by selecting a specific vacancy or group of vacancies, the dashboard will update to only display the source information for your selected vacancies.

## Dashboard Widget - Metric picker



We love that many of you have created hundreds of metrics within Eploy, so we thought it right to help you

select the right metric when setting up a Dashboard Widget/Visualisation. That's why we've made the metric picker searchable (previously, it was a static drop-down list, which was fine when you only had a small number of metrics to choose from). Now you can simply enter some keywords and the picker will help you find the right metric to display!

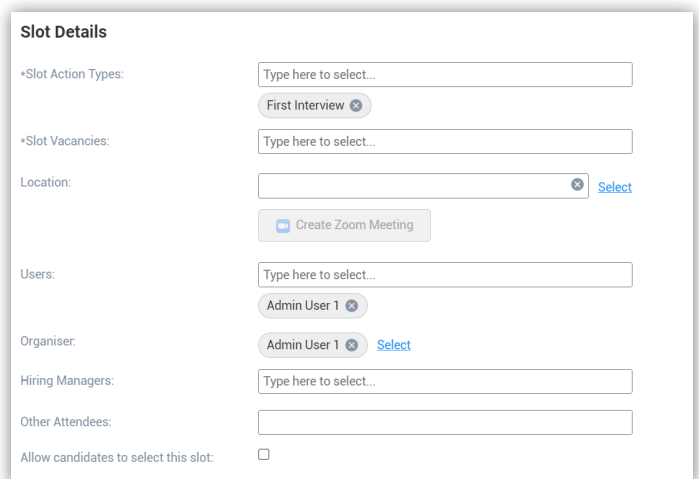
## Zoom & Teams Integration

### Zoom

Eploy's Zoom integration lets you organise Zoom meetings and view recordings from within your Eploy Applicant Tracking System. Zoom meetings can be created and scheduled for organisers who have accounts within your corporate Zoom account for use within any Eploy 'Action' types, such as Interviews, Screening calls, etc.

With the Eploy Zoom integration you can:

- Create Zoom meetings in any Actions within Eploy
- Schedule Zoom meetings in any Actions within Eploy
- View recorded meetings within Eploy Action records



The integration connects to your Zoom account during Action / Slot creation in the Eploy System to identify whether the organiser set in the Action can create Zoom Meetings. By default, the integration sends the organiser's username to Zoom – however, this can be overridden to a User's "Direct / Internal Email Address" on the Standard User Settings.

If the selected organiser can create Zoom meetings,

then a “Create Zoom Meeting” button will appear under the Location field on the Action Editor. Clicking this will automatically schedule a Zoom meeting. In addition, when you create an Action in Eploy with a Zoom meeting, a “Join Zoom Meeting” button will appear when viewing the Action throughout the eploy system.

Should the Action’s start date / end date, organiser or Action Type be changed, the integration will automatically update Zoom with the changes. Similarly, when you delete Actions in Eploy, the integration will also remove the meeting from Zoom.

After a Zoom Meeting, any cloud recordings will be processed and hosted by Zoom. If you have selected the “Automatically save recorded meetings” option, links to the meeting will automatically be added to the “Edit Action” page following the successful processing by Zoom.

By default, all recordings are password protected by Zoom, and the password required to access the recording is included with the hyperlink in the Eploy System.

## Microsoft Teams

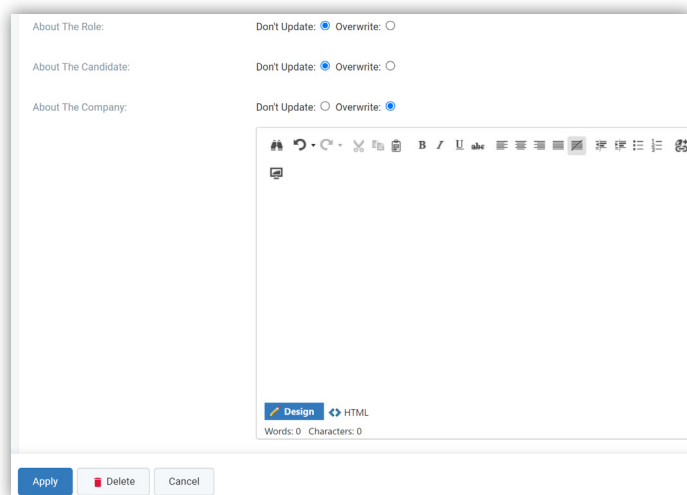
 **Create Microsoft Teams Meeting**

Similar to the Zoom integration, you can also connect your Eploy system with your Microsoft Teams account, meaning you can schedule Teams meetings within any Eploy Actions. Recordings of meetings are also possible, although you may need to contact your Microsoft Teams administrator to ensure your organisation’s Teams account supports recording sharing. By default, Teams recordings are only available to the user account that conducted the meeting.

## Vacancy Improvements

### Multi-edit vacancies and templates

When working with your vacancies and vacancy templates, the ‘Multi-Edit’ feature now lets you update the rich content fields typically used for your



job descriptions (e.g. ‘About the role’, ‘About the candidate’ & ‘About the company’). The key benefit of this enhancement is that you can now make bulk changes to any number of vacancies to ensure content consistency. So, for example, you can update your standard ‘About the company’ text across all of your vacancies at once. Or standardise your ‘About the role’ information when recruiting the same role across multiple branches, locations, etc.

### New standard vacancy fields

We’ve added some new vacancy fields and updated others to help you better manage your vacancies:

- Internal Title - an alternative name for the position for your internal use only.
- Maximum distance to travel - so you can screen based on candidates within a specific radius of the vacancy
- Reason for hire
- Name of Employee being replaced
- Has this role been budgeted for?
- Business justification

You can use all of these fields as email and document merge fields, and they can also be accessed using the Eploy API.

In addition, you can use Maximum Distance to Travel, Reason for Hire and Has this role been budgeted for? in your metrics.

# AdTuner - Your Recruitment Content Assistant

AdTuner is your Recruitment Content Assistant, designed to help you craft job descriptions and email communications that are inclusive and engaging.

AdTuner highlights content for optimisation and provides potential alternatives to consider.

Eploy's AdTuner Score algorithm provides a valuable benchmark for analysing your Job Descriptions.

Based on academic studies, research and Eploy's proprietary algorithm, AdTuner scores your content using a series of tests, including:

**Reading Ease**  
By analysing the structure and language of your content, AdTuner automatically provides you with a Readability score using the Flesch Reading Ease test. Higher scores indicate content that is easier to read.

**Gender Bias**  
Academic studies<sup>1</sup> have shown that masculine coded language may not appeal to female candidates. AdTuner analyses your content for unconscious gender bias, highlighting words and making suggestions that could help your content appeal to a broader range of candidates.

**Candidate Focus**  
To discover how approachable your content is, AdTuner assesses your use of "us" and "you" language. For example, are you talking too much about yourself rather than them?

**Question Balance**  
To help make your content more engaging, we measure your use of questions within your copy. A few relevant questions could help catch your candidate's attention.

**Long sentences**  
AdTuner scans your content for long sentences that force readers to slow down and work harder to understand what they are reading. Reducing the number of long sentences in your copy can simplify reading and improve overall accessibility. For example, the American Press Institute research found that reading comprehension is highest when sentences have fewer than eight words on average, but even at 14, comprehension was 90%.<sup>2</sup>

**Advert Length**  
AdTuner measures your advert length to help predict how likely it is to attract the most candidates. While short ads might be acceptable for some vacancies, for others, you may want to consider adding more detail. According to LinkedIn, shorter job posts (less than 300 words) tend to attract 8.4% more applications than longer adverts<sup>3</sup>

**Bullet Points**  
Bullet points draw the eye of the reader and can be useful to help break up large paragraphs of text, making it easier or less tiring to read. But if they're over-used, they can become tiring themselves. So AdTuner scans your content to assess the proportion that appears as bullet lists, helping you get the balance right.

**Rich Content**  
Do you include images, videos or other Rich Content in your job descriptions? These can help make your content more engaging.

Our Assistant Store Managers support Store Managers with all aspects of running the store, and taking on the Store Manager's responsibilities during holiday cover. It's a really important role in our structure, and comes with a lot of responsibility and variety. A key aspect of the role is people management, working with the Store Manager and the Supervisors to ensure that all the daily tasks in store are carried out properly and effectively, and that the team are motivated, engaged and working to the best of their ability. Assistant Store Managers are responsible for managing the Supervisors and helping them to get the best out of their teams of Sales Assistants.

**Responsibilities**

- Leadership - getting the best out of every individual and uniting your team
- Motivation - engaging your team to deliver
- Coaching - developing colleagues and managers
- Inspiration - celebrating achievement, motivating and encouraging improvement in everyone, everywhere, every day

**Phrase: individual**  
This phrase contains 4 syllables. Look to use an alternative to improve Reading Ease. This phrase is identified as masculine. Aim for a gender balanced advert.

**Other alternatives**  
being  
character  
creature  
different  
discrete

Overall Score: 63%

Breakdown:

- Flesch Reading Ease: 0 to 100
- Gender Bias: Masculine (1) to Feminine (1)
- Candidate Focus: About You to About Candidate
- Question Balance: Less Engaging to More Engaging
- Long Sentences: 0% to 100%
- Advert Length: 0 to 7000+
- Bullet Points: Too Few to Too Many
- Rich Content: Your Ad contains Rich Content

Sort your Vacancies by their AdTuner Score and focus on areas for improvement.

Email Tuner helps check your email content against key engagement criteria

Vacancies

Sort By: Ad Tuner Score | Then: None

Title	Ad Tuner Score	Company	Date Created
Talent Acquisition Manager	66%	Human Resources	05 May 2022
Talent Acquisition Manager	66%	Human Resources	18 May 2022
Talent Acquisition Manager	63%	Marketing	15 February 2023
Talent Acquisition Manager	63%	Human Resources	20 June 2022
Talent Acquisition Manager	63%	Human Resources	26 October 2022
IT Manager	60%	IT & Technical	05 May 2022
Digital Marketing Executive	60%	Marketing	25 February 2022
Senior Marketing Executive	60%	Marketing	05 September 2022
Digital Marketing Executive	60%	Leadership Team	12 December 2022

Email Template:

Hi {CandidateFirstName}

I hope you don't mind me contacting you directly - I thought you may be interested in a position that we have open for a {VacancyTitle}. Having reviewed your profile in our Talent Pool, I think you would be a great match.

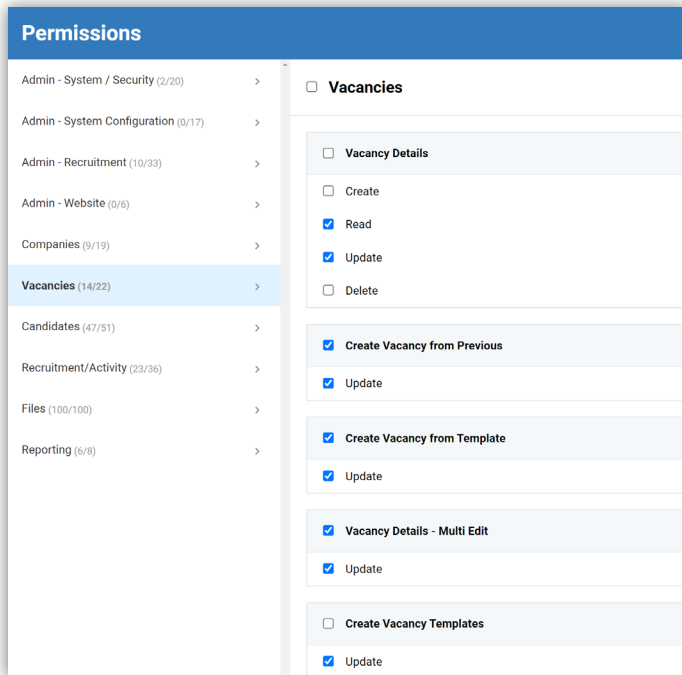
Please feel free to have a look at the role and apply if you are interested.

Breakdown:

- Flesch Reading Ease: 0 to 100
- Gender Bias: Masculine (0) to Feminine (0)
- Candidate Focus: About You to About Candidate
- Long Sentences: 0% to 100%

(1) "Evidence that gendered wording in job advertisements exists and sustains gender inequality" Gaucher, Friesen (University of Waterloo), Kay (Duke University) (https://www.sussex.ac.uk/webteam/gateway/file.php?name=gendered-wording-in-job-adverts.pdf&site=7)  
 (2) "How long should a sentence be", Ann Wylie, c American Press Institute (https://www.wyliecomm.com/2020/03/how-long-should-a-sentence-be/  
 (3) https://www.linkedin.com/business/talent/blog/talent-acquisition/stats-that-will-change-the-way-you-write-job-posts

## Vacancy Template Permissions



We've added new permissions that enable you to control how your users create vacancies within Eploy. By adding new permissions for 'Copy existing vacancies', 'Create vacancy from template' and 'Create new vacancy, you have complete control over vacancy creation. For example, you might want users to only create vacancies from your existing library of templates.

## Document Management Improvements

### e-Signature Document Templates improvements

We've made several improvements to the e-Signature Document Template interface. First, when you create a new e-Signature document, the 'Active' field will be set to off (inactive) - this means you can upload a document and then add your merge fields.

Second, suppose you upload a new document to an existing, active template, and your new document does not contain the e-signature merge field. In that case, the template will be automatically made inactive - again to allow you to add your signable field, at which point you can make it Active again.

## Document Editor - Sample Document with All Fields

For complex documents, we recommend using your local version of Microsoft Word to create & edit the documents and then uploading them. To help with this, the following sample files contain all of your merge fields so you can easily cut and paste the merge fields into your new document. Make sure you add in the required e-signature merge fields. These can be found at the bottom of the sample document.

[Download Company / Contact sample file](#)  
[Download Candidate sample file](#)  
[Download Placement sample file](#)

Eploy's Document Editor tool now includes a series of sample files containing all of the available merge fields. For complex documents, we recommend using your local version of Microsoft Word to create & edit the documents and then uploading them into Eploy. You can now download the following sample files containing all of your merge fields to easily cut and paste the ones you require into your new document.

- Company / Contact sample file
- Candidate sample file
- Placement sample file

## Additional Improvements

### Candidate Activity Stream - Exports

In the Candidate's Activity Stream, you can now see any exports that the candidate's information has been passed to, for example, New Starters. We've also added 'Exports' as a filter within the Activity Stream, enabling you to see all the exports containing the candidate's information quickly. Export information is also date stamped to see exactly when the information was exported.

### Agency Spend

We've improved how Eploy handles Agency fees to help you report on your Agency spending.

We've added new fields for "Supplier Charge" and "Supplier Rate" to the placement record. When setting the "Supplier Rate" percentage, the "Supplier Charge" will be calculated based on the position's salary.

When setting "Supplier Charge," this will calculate the percentage of the salary and update the "Supplier Rate" percentage.

If you have agency partners submitting candidates

through the Agency Portal, the Supplier Fee will be automatically populated with the fee stored in the agency's company record.

To help you report on Agency Spend, we've added these new fields (Supplier Rate & Supplier Charge) to the metrics engine and relevant standard reports such as the User Activity Report.

In addition, the Supplier Charge field is also a valid merge field so that you can merge the information into documents and emails etc.

### **Numeric fields**

You can now enter larger values in numeric fields (9 characters for integers and 13 for decimals - including decimal places). Also, you can set min and max to the same; this is useful for fixed number input such as Bank Account and Sort Code numbers.

### **Timesheet Enhancements**

For those of you using our Tier 4 Visa Restrictions, we have added new functionality to our candidate portals to help mitigate any risks. As well as flagging and alerting you to any potential breaches, the Candidate Portal Timesheet blocker will restrict candidates from submitting timesheets which are in excess of their allowed hours, helping to reduce potential cases for investigation.

### **Usability enhancements**

We've added an 'add new' button within the Contacts and Active Vacancies tab on the Company page so that:

- You can create a new Contact from inside the "Contacts" tab
- You can create a new Vacancy from inside the "Active Vacancies" tab

Similarly, you can create a new Vacancy from inside the "Active Vacancies" tab on the Contact Summary Page.

We've also added the right-click context menu to these pages so that you can quickly update contact and vacancy information.

### **API improvements**

The Eploy API now gives you the ability to get questions for records as part of the main endpoint, e.g., Get/search for Candidates; you can now specify the question IDs that you want in the response.



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