
Recruiting intelligence



**Smart technology.
Employer branding.
Expert guidance.**

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With Sniperhire, our clients cut recruitment costs by up to 85% and time-to-hire by up to 60%.



Recruit with intelligence. Conquer your industry.

The digital era has dramatically changed the world. Companies are working more efficiently and they can recruit more extensively. Yet, many employers still find it challenging to build a powerful workforce. Attracting high-calibre candidates is tough to begin with and spotting top talent among a huge volume of applications is infinitely difficult.

Harness the digital opportunity and ensure your recruitment team is effective and self-sustaining with Cazar. We make sure your talent acquisition process is perfectly joined-up end to end, so you can deliver an optimal candidate experience and ensure maximum internal efficiency. We offer engaging recruitment websites, supporting strategies and our Sniperhire platform to turn leading companies like yours into hard-hitting employers.

Sniperhire by Cazar has helped clients to reduce their recruitment costs by up to 85% and slash time-to-hire by up to 60%. Since 2003, we have been working with major companies including Qatar Airways and DP World. Today, with offices across Asia and the Middle East, we serve clients in 64 countries.

Recruitment Costs



85%

Time-to-hire



60%

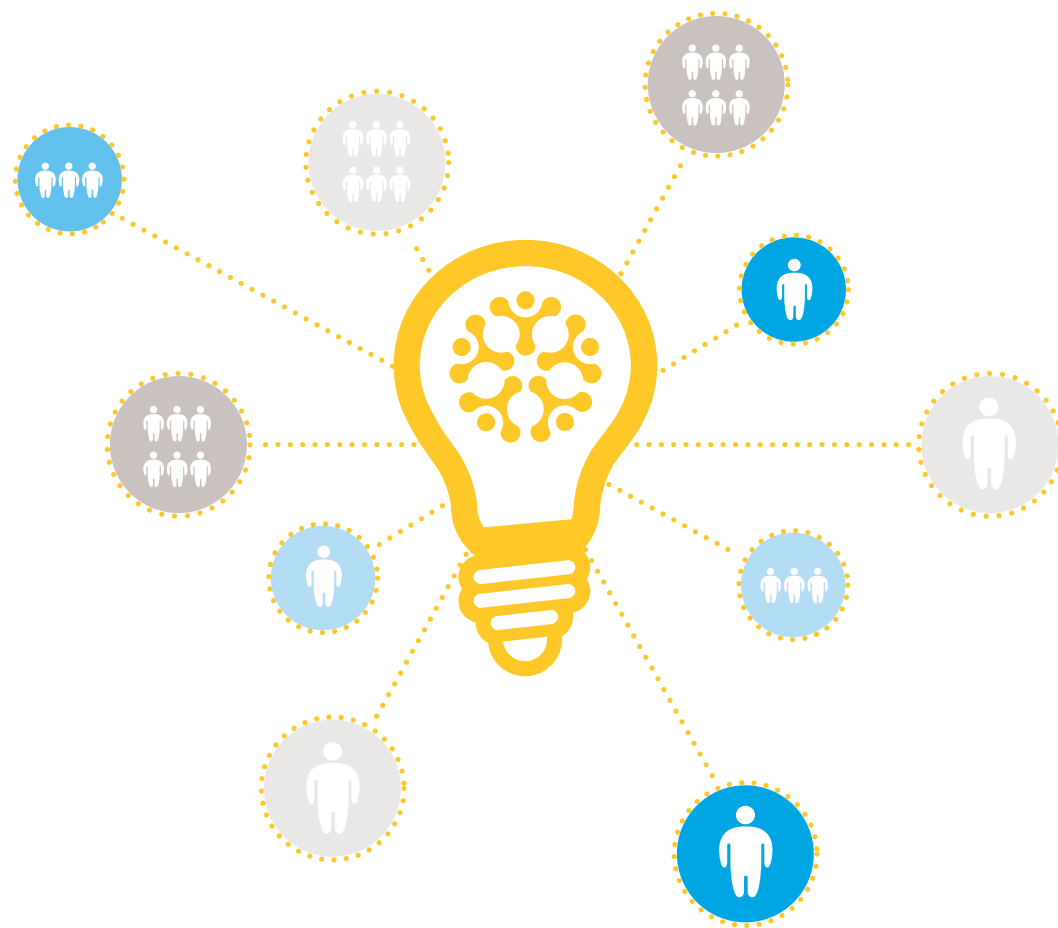


The art of engagement

Attracting the right candidates is dependant on where and how you communicate your career opportunities.

That's why we bring more to the table than mere technology. We offer comprehensive recruitment marketing services so that you can approach your vacancies like a product – making them attractive and visible to your target audience.

From analysing your vacancies to micro-marketing the positions to the right people in the right place, we will ensure that your recruitment strategy delivers the results that the business needs.



On average, we implement
Sniperhire in 8 weeks, with clients
seeing ROI within 6 months.



The Cazar solution

Cazar brings you a mix of services and cutting-edge technology to deliver a customised recruitment solution that fits your company culture and business objectives.

Our service teams integrate with your company during the design and implementation phases. We share our expertise and get involved in transforming your internal processes. When you work with Cazar, you not only get our Sniperhire enterprise software – you receive a complete solution so you can excel in today's sophisticated recruitment landscape.

Adding intuition to technology

It takes more than technology to cultivate a new recruiting culture within an organisation. That is why we get involved in every aspect of your recruitment project, transferring our knowledge along the way.

As ex-recruiters, we carry a deep understanding of your challenges. We know how to tackle them; how to transform your recruitment function and make it deliver in the modern context of the Internet.

We are here to help you succeed. So as we implement the Sniperhire platform, we can also fill the gaps technology can't, such as:

- Driving quality candidates to your website
- Designing an internal mobility programme
- Implementing an efficient recruitment process
- Building a comprehensive vacancy library
- Formulating strong screening questions to identify top talent
- Designing and optimising your onboarding process

At Cazar, we have worked closely with clients of varying sizes across a multitude of industries, enabling them to recruit successfully. On average, we implement our entire solution within 8 weeks, with clients achieving 100% ROI in less than 6 months.

Honing recruitment management

With Cazar comes Sniperhire, the enterprise software that automates the entire hiring process. It brings intelligence to your recruitment, streamlining it for unparalleled results. The platform's flexible configuration and multi-tenant architecture also mean you continuously benefit from the latest industry tools and trends, so you are always on top of the recruitment game.

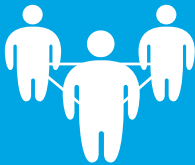
Whether you are a small business or a complex multinational conglomerate, with a centralised or decentralised recruitment function, we offer the scalability to accommodate your organisational demands.



Five steps to workforce greatness

We bring focus to the recruitment process so you can cut inefficiencies. With the benefit of automation and multiple online tools, Cazar makes recruitment management infinitely simpler. By sharpening five key areas we help you to obtain and maintain talent like never before.


1




Source
Achieve targeted awareness of your vacancies in minutes.

Different job seekers look for work in different places. With Cazar, you can ensure that the right ones see your job opportunities, no matter where they are.

With our guidance and flexible Sniperhire software, you can instantly post vacancies on all the relevant channels, including social media websites, job boards, your career website and intranet for targeted awareness.



2



Engage
Attract the right candidates with a compelling & innovative career website.

Your website is the place where all your candidates go, regardless of where they originally heard about your career opportunities. Make it an engaging tool that captures talent. Studies have proven that a well-designed career website produces more hires than any other source. Make yours a strategic candidate touchpoint that attracts quality applications. We deliver bespoke, mobile-responsive, SEO-optimised portals with innovative features to differentiate you from competing employers.

Our customisable screening and scoring module flags the candidates most relevant to you.

3



Hire
Cut through the clutter, identify and hire top talent swiftly with our powerful tools.

Even if you receive thousands of applications, Sniperhire lets you identify top candidates quickly. Sophisticated features such as candidate tagging, search and track capabilities, an innovative interview module and communication tools, make the delays of manual recruitment a thing of the past.

With our scoring and screening system, you can create online interview questions, set their individual level of importance and Sniperhire will automatically rate applications, identifying the ones that are most relevant to you. Sought-after skills can be flagged and specific answers instantly screened out. This means the pool of applicants is narrowed down to the most suitable candidates before you even look at the applications.



4



Onboard
Maintain new employees' interest while ensuring they hit the ground running.

Ensure a smooth onboarding process and keep new recruits engaged up until the moment they start work.

We can design a comprehensive onboarding process – it includes a dedicated mobile-responsive onboarding website and a fully configurable Sniperhire module to manage all the internal and external procedures related to the arrival of new employees.



5



Report
Get instant access to recruitment statistics, from simple metrics to complex analyses.

Sharpen your recruitment tactics. Sniperhire's full reporting suite gives you instant access to recruitment statistics – from detailed metrics on specific steps of the hiring cycle to complex high-level analyses. Identify bottlenecks, stamp out inefficiencies and track performance with our reports.



Master your career website

A career website is the single most important place to sell your vacancies. Top candidates wish to apply to top organisations and an effectively designed career site will ensure the right people respond to your job openings.

There are four possible outcomes when someone visits your career portal. These are:

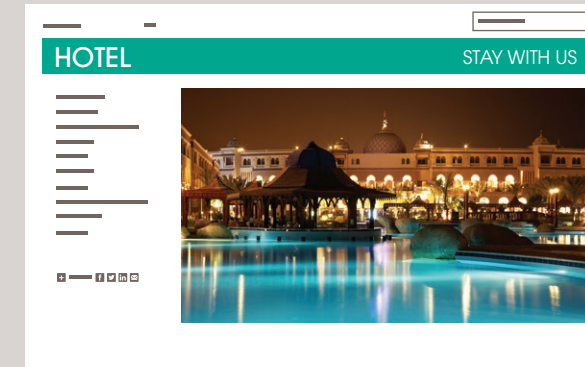
1. Apply for a vacancy
2. Leave and return later to apply
3. Share the vacancy or your website with their network
4. Leave without taking action

We fine-tune every detail of your career site to maximise the first 3 behaviours. Through smart design and online strategies our clients receive millions of online visitors. Ultimately, they hire 1 in 4 employees through the portals we design for them.

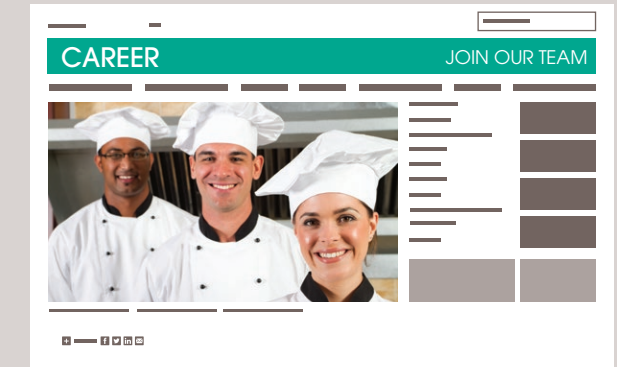
Career websites –
the art and science
of engagement

Unleash your employer brand

Candidates visit your website for reasons that differ vastly from those of potential customers. That's why we create attractive career websites that are custom-made to fulfil their needs.



Company corporate website look and feel



Company career website look and feel

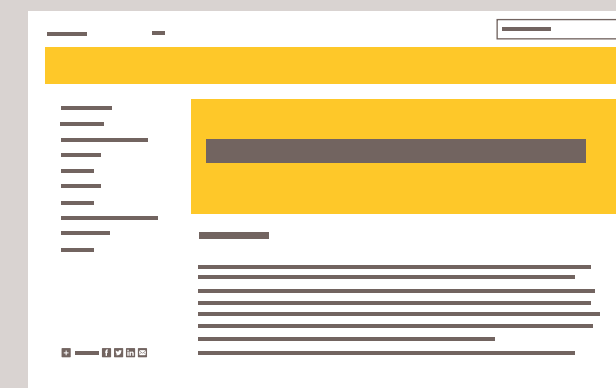
Attract the right candidates

Every business has its own employer DNA. Deliver the online user experience that will generate interest amongst your target audience.



Represent all your brands

Does your organisation have several business units, each with its own distinct brand? Our designers can create bespoke career websites that perfectly reflect the identity of each.



Holding company career website



Sub-company career websites

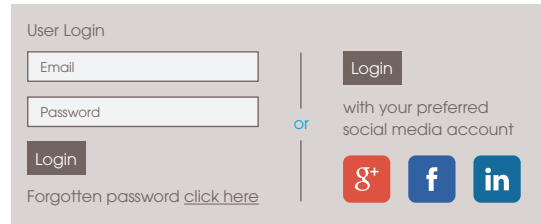
Go viral

Make your vacancies easy to share on Facebook, Twitter, LinkedIn and other social platforms.



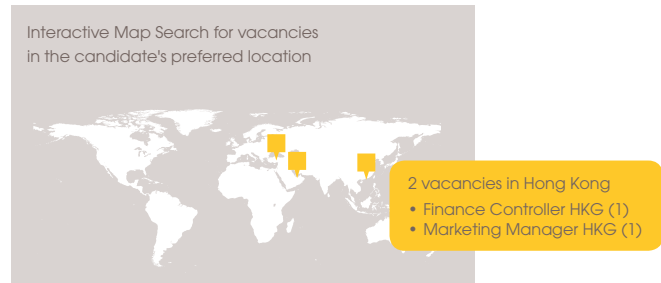
Easy social login

Let users log in quickly and smoothly with their favourite social media network.



Enhance the candidate job search

Interactive Google maps to display jobs per region, country, city or office.



Comprehensive vacancy search engine



Highlight your important job opportunities



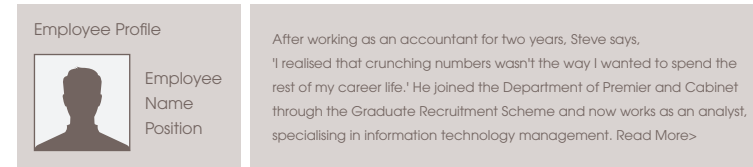
Deliver targeted information

Feature attractive visuals and compelling content to engage specific candidate groups.



Employee success stories

Display employee testimonials that top applicants can identify with.



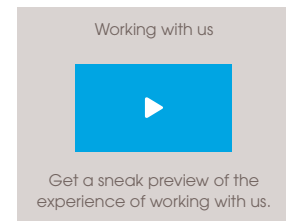
A sophisticated candidate self-service tool

Enhance your applicant's user experience by letting them plan their interview schedules, manage their offers and keeping them informed on their applications.

Interviews	Offers	Applications	User Logout
Interview 1: Mr xxx	00 - May - 0000	00AM - 00AM	<input type="checkbox"/>
Interview 2: Mrs xxx	00 - May - 0000	00AM - 00AM	<input type="checkbox"/>
Interview 3: Mr xxx	00 - May - 0000	00AM - 00AM	<input type="checkbox"/>

Showcase rich content

Provide a dynamic visual experience by displaying your latest corporate video or any other candidate-facing footage.



Keep top candidates up to date

Timely job alerts will keep top talent aware of your latest vacancies in real time.



Harness the power of networking

Show visitors how their LinkedIn network connects them to current employees in your organisation.



Feature your latest recruitment events

Have candidates pre-register for their upcoming events.



Superior performance and delivery

Our web experts ensure that every technical element on your career site works efficiently, with the aim of offering an engaging and seamless user experience.

This includes:

- Image optimisation
- HTML compression
- Video content delivery network (CDN)
- Caching for faster page loading

Deliver relevant content worldwide

Automatically customise your featured vacancies, employee testimonials, videos and other valuable information depending on where your candidates are geographically located.



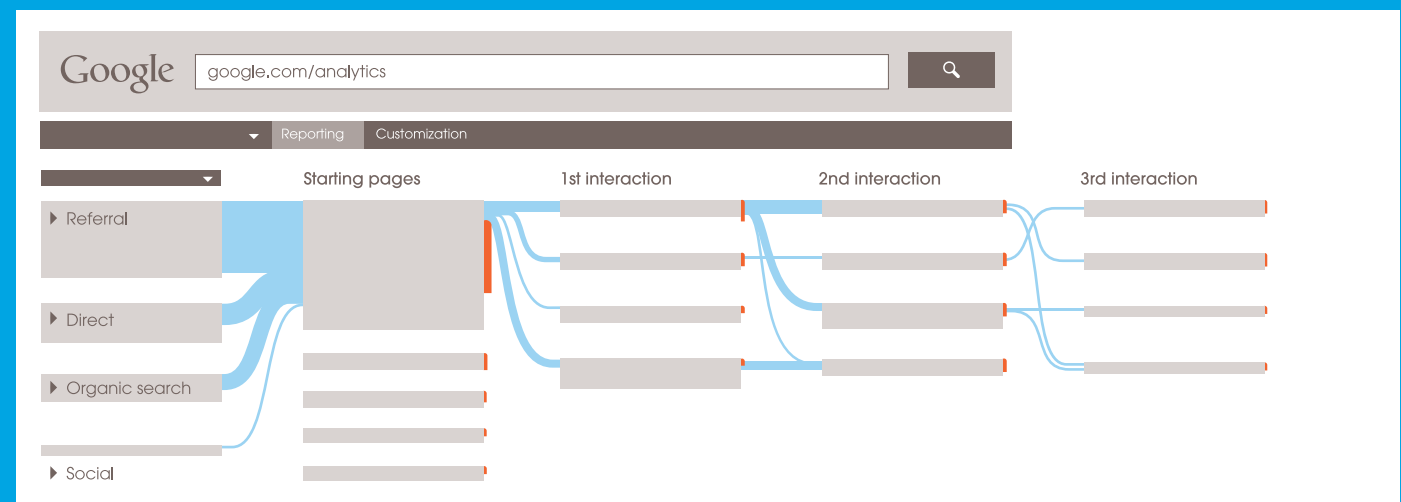
Be where your candidates are

Today, quality candidates are mobile and, if you want to capture them, you should be too. We design all our career sites and application processes with mobile-responsive technology. This means you can deliver an engaging candidate experience regardless of the mobile device from which they are accessing your website.



Insightful analytics

Access your latest website statistics and get insightful traffic and candidate behaviour data through Google Analytics or any other sophisticated web reporting tool of your choice.



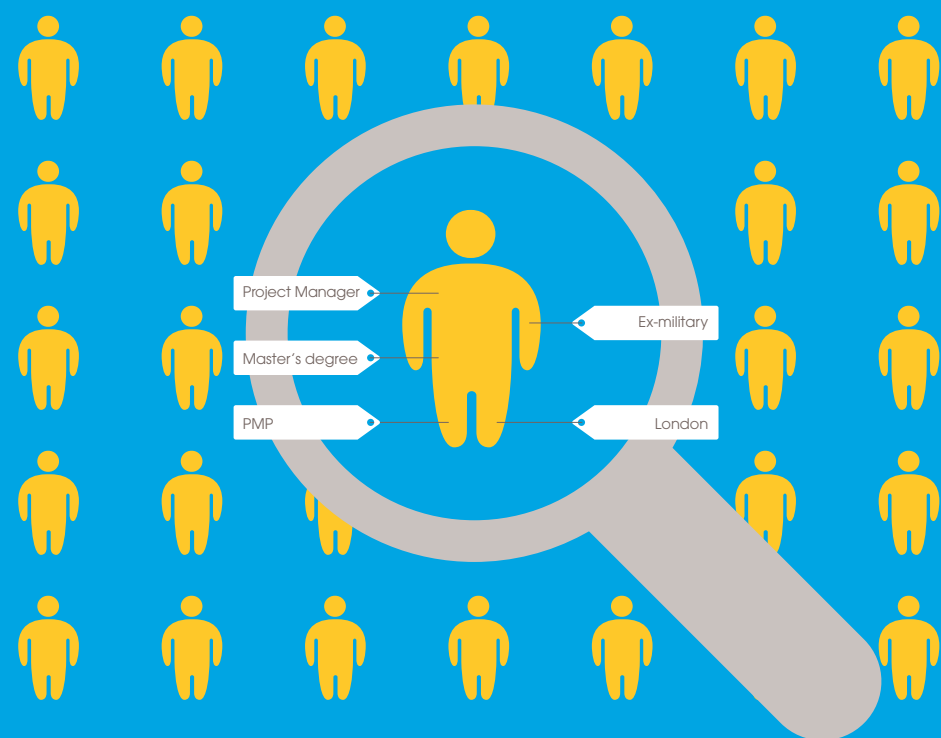
Build a talent goldmine

Our clients hire 23% of their employees through their talent pool of previously screened applicants, saving both time and valuable resources. Now you can do the same.

Sniperhire's powerful tagging technology lets you label your candidates with specific skills and characteristics. This lets you store and organise quality applications for future reference, creating a real-time, easy-to-search talent pool.

23% of employees are hired through a pool of previously screened applicants.

Tags are attributes



Searching your talent pool

Required:

Required: Project Manager, Master's degree

Optional:

PMP, Prince2

Exclude:

Willing to travel <20% of time



Putting mobile first

We now live in a world where your candidates may only ever see your career website on a smart phone or tablet. So having a site that is mobile-friendly is not a novelty anymore, it is a must.

At Cazar, we design all your candidate touch points with a "mobile first" mindset, whether it is your career website, the application process or the onboarding zone. This way, candidates can engage with you and easily complete their applications anytime, anywhere.

Moreover, your hiring managers can review and approve applicants on the go thanks to Sniperhire's mobile features, thereby speeding up the process.



Being on the cloud: it matters

The cloud is revolutionising the way companies manage their business, including talent acquisition. The Sniperhire recruitment platform is cloud-based with a multi-tenant architecture, and that matters.

It means our solutions are designed so we can easily configure them to meet your specific needs. At the same time, the architecture allows us to provide you with upgrades and new features every 8 - 10 weeks. This eases adoption and ensures you can always take advantage of the latest opportunities in the recruitment market.

With Sniperhire, clients:

- Can implement an enterprise solution in only 8 weeks
- Do not require any expensive software upgrades
- Receive all upgrades seamlessly with access to online training videos
- Always have the latest features available to them
- Have massive spare capacity regardless of the amount of traffic on the system

Not only is this more cost-efficient, but it also delivers better results.



Contact details

If you would like to find out more about how we can help your business, please contact the Caazar office closest to you.

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Driving bottom-line results for
employers worldwide.

