

By the Numbers: Engaging your Talent Community with Chat

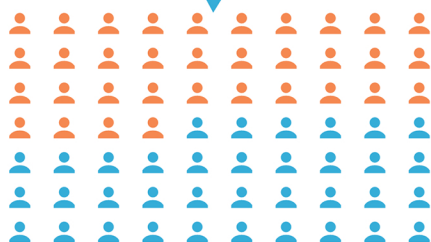
Brazen invited our Talent Community to join an Online Reconnect to chat about new opportunities and we found...

Email marketing was effective: 2 in 3 who viewed the registration page signed up for the event

How about inactive members?

48%

who signed up had applied over 6 months prior.



But were they quality candidates?

2/3 were identified as a fit and moved to the next step!

What did attendees have to say?

95%

said they were more likely to apply to a company when they were given the opportunity to chat online.

Result: 13% of attendees applied to a position at Brazen.

Humanize your hiring process!

80%

said they would recommend attending an online chat to friends or colleagues who are seeking new job opportunities.

Why offer candidates the opportunity to chat with you online?

"The #1 obstacle candidates experience when searching for a job is not knowing what it's like to work there."

"Candidates trust the company's employees 3x more than the company itself to provide credible information on what it's like to work there." [via LinkedIn study](#)

"90% of candidates who feel that they were treated with courtesy and a personal touch would encourage others to join the company in the future."

[via HireRight survey](#)