

Helping you Solve Your Recruiting and Retention Challenges



Every branch of the military cites recruiting and retention as a major challenge. The military needs to find more than 150,000 recruits every year to meet its "end strength" goal. All branches hit their 2020 recruitment goals; this was aided by active-duty service members being hesitant to enter a weak job market. Today the job market is strong, and retention rates are falling. Couple that with the fact that the DoD has reported that over 70% of youth are ineligible for military service and the military has a real challenge. Recruiters need to continuously monitor and improve the end-to-end candidate-to-new hire journey to design flawless recruitment and onboarding experiences to attract and retain the best talent.

How we help recruit and onboard teams

With Medallia®, recruiting offices can get in-the-moment insights by making it easy for recruits and those who have recently enlisted to give feedback through audio, video, or text. Medallia's modern and intuitive feedback tools are embedded seamlessly throughout every stage of the recruit-to-enlistment journey. Two-way automated and manual communication keeps potential recruits engaged. At the same time, real-time alerts allow the necessary personnel to quickly address problems and concerns as they arise - enabling the recruiting teams to create a dynamic recruitment experience that adjusts to individual's specific needs.

Retention drives recruiting requirements

Morale and engagement are keys to retaining employees, including the service member. Retention is particularly difficult for personnel with high-demand skills in the civilian world and those in mid-career. It is critical to precisely understand what is driving them to leave the military and address these issues in real time. The service member has

"One of the top 5 reasons candidates do not join the military is due to a bad recruiting experience." — **Military.com**

unique pressures to close the chapter on their military service and enter civilian life. DoD needs to tap into the experiences, opinions, and convictions of their people to keep trained personnel in uniform. Medallia can help by engaging both the warfighter and their families where they are, increasing trust, and directly addressing concerns before separation.

First-in-class solutions to support recruiting experiences

Eager recruits and personalized two-way-communication

Streamline recruitment processes and increase candidate response rates with intuitive two-way text messaging. Keep candidates informed of milestone dates like paperwork, testing, physical appointments, and due dates with automated and manual messages sent directly to their mobile device via SMS, MMS, and messaging apps like WhatsApp.

Optimize for moments across onboarding

Design flawless recruit experience for both the recruit and their families, so everyone feels good about their decision to join the service. Give recruiting and management teams across the services deep insights into critical moments, like pre-boarding access to the Benefits portal, the path to boot camp, including readiness exercises, and ongoing training activity. With real-time feedback analysis, automated-alert routing, and suggested action plans, leaders can ensure employees acclimate quickly to the branch's policies, workflows, and culture.

Get the complete picture with a unified view

Pair structured and unstructured data together to understand the full impact of the employee experience. Rich data from text, audio and video feedback may show that key areas like officer or civilian personnel recognition, or diversity and inclusion are falling short of employee expectations. Integrate this data with other valuable feedback such as engagement scores and emerging topics to understand where the gaps are and how to make systematic improvements.

Medallia Experience Cloud

The experience platform designed to help you deliver a flawless candidate and recruitment experience.

What are our candidates saying?



Broadest signal capture

- Feedback in key touch points - recruiting center, text messages, and chatbot
- Text, audio, video surveys or pulses

Intelligent analysis

- Feedback enriched with sentiment data
- AI analysis on unstructured and structured data
- Cross-channel journey analytics
- Role-based action

Widespread action

- Automated tasks and alerts
- Suggested action plan workflows

INTEGRATIONS



The Medallia impact

One platform that removes silos across the enterprise for data-driven recruitment and onboarding experiences.

