THR84

SAP SuccessFactors Recruiting: Candidate Experience Academy

COURSE OUTLINE

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Course Duration:

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Typographic Conventions

American English is the standard used in this handbook.

The following typographic conventions are also used.

This information is displayed in the instructor's presentation	
Demonstration	
Procedure	
Warning or Caution	
Hint	
Related or Additional Information	
Facilitated Discussion	
User interface control	*Example text*
Window title	*Example text*

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Course Overview

TARGET AUDIENCE

This course is intended for the following audiences:

- Application Consultant

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UNIT 1 Introduction to the Candidate Experience

Lesson 1: Describing SAP SuccessFactors Recruiting

Lesson Objectives

After completing this lesson, you will be able to:

- Provide an overview of SAP SuccessFactors Recruiting

Lesson 2: Describing Recruitment Marketing

Lesson Objectives

After completing this lesson, you will be able to:

- Describe recruitment marketing

Lesson 3: Describing Career Site Builder (CSB)

Lesson Objectives

After completing this lesson, you will be able to:

- Provide an overview of Career Site Builder

Lesson 4: Describing the Other Core Components

Lesson Objectives

After completing this lesson, you will be able to:

- Describe the other core components

Lesson 5: Locating Implementation Documents and Support

Lesson Objectives

After completing this lesson, you will be able to:

- Locate the implementation documents

Lesson 6: Describing Implementation Methodology

Lesson Objectives

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After completing this lesson, you will be able to:

- Describe the implementation methodology

Lesson 7: Identifying Implementation Tools

Lesson Objectives

After completing this lesson, you will be able to:

- Identify which tools are used for what purposes

Lesson 8: Listing Roles and Responsibilities

Lesson Objectives

After completing this lesson, you will be able to:

- List the roles and responsibilities during the implementation project

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UNIT 2 Job Data Leading Practices

Lesson 1: Identifying Job Data Leading Practices

Lesson Objectives

After completing this lesson, you will be able to:

- Identify best practices for job data

Lesson 2: Reviewing the Metadata Framework (MDF)

Lesson Objectives

After completing this lesson, you will be able to:

- Review the Metadata Framework

Lesson 3: Formatting Location Data

Lesson Objectives

After completing this lesson, you will be able to:

- Format location fields

Lesson 4: Exploring the Training Use Case: Best Run

Lesson Objectives

After completing this lesson, you will be able to:

- Explore the Training use case: Best Run

Lesson 5: Mapping Recruiting Data

Lesson Objectives

After completing this lesson, you will be able to:

- Map recruiting data

Lesson 6: Creating and Posting Job Requisitions

Lesson Objectives

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After completing this lesson, you will be able to:

- Create and post Job Requisitions

Lesson 7: Updating Fields on a Job Requisition Template

Lesson Objectives

After completing this lesson, you will be able to:

- Update fields on a job requisition template

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UNIT 3 Project Kick-off

Lesson 1: Describing the Initial Steps Taken at the Handoff from Sales

Lesson Objectives

After completing this lesson, you will be able to:

- Describe the initial setup steps that are taken at the handoff from Sales
- Request access to systems and tools

Lesson 2: Completing the Readiness Checklist

Lesson Objectives

After completing this lesson, you will be able to:

- Assist customers in completing the Readiness Checklist

Lesson 3: Setting Up for the Project Kick-off

Lesson Objectives

After completing this lesson, you will be able to:

- Conduct a successful project kick-off meeting

Lesson 4: Creating Recruiting Configuration Workbooks

Lesson Objectives

After completing this lesson, you will be able to:

- Complete Recruiting Configuration workbooks

Lesson 5: Customizing the Project Plan

Lesson Objectives

After completing this lesson, you will be able to:

- Customize a project plan for a customer

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Lesson 6: Enabling the Data Privacy Consent Statement

Lesson Objectives

After completing this lesson, you will be able to:

- Enable the Data Privacy Consent Statement

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UNIT 4 Job Delivery

Lesson 1: Describing Job Distribution

Lesson Objectives

After completing this lesson, you will be able to:

- List the implementation consultant's responsibilities regarding job delivery
- Conduct the Job Delivery Intake Meeting and develop the customer's job distribution strategy
- Describe the job distribution options available for customers

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UNIT 5 Site Setup

Lesson 1: Using the Command Center

Lesson Objectives

After completing this lesson, you will be able to:

- Use Command Center, Provisioning, and Career Site Builder to complete the site setup

Lesson 2: Enabling Career Site Builder and Configuring the Recruiting Marketing Data Center URLs

Lesson Objectives

After completing this lesson, you will be able to:

- Enable CSB and configure the Recruiting Marketing Data Center URLs

Lesson 3: Configuring Recruiter Single Sign On (Recruiter SSO)

Lesson Objectives

After completing this lesson, you will be able to:

- Configure Recruiter Single Sign On

Lesson 4: Configuring Real Time Job Sync (RTJS)

Lesson Objectives

After completing this lesson, you will be able to:

- Configure Real Time Job Sync

Lesson 5: Enabling the Unified Data Model

Lesson Objectives

After completing this lesson, you will be able to:

- Enable the Unified Data Model

Lesson 6: Building Iteration 1

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Lesson Objectives
After completing this lesson, you will be able to:

- Build iteration 1

Lesson 7: Troubleshooting Recruiting Integrations

Lesson Objectives
After completing this lesson, you will be able to:

- Troubleshoot common Recruiting integration issues

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UNIT 6 Career Site Design Leading Practices

Lesson 1: Describing Career Site Hosting Options

Lesson Objectives
After completing this lesson, you will be able to:

- Discuss career site hosting options with customers

Lesson 2: Using Accessibility Guidelines and Tools

Lesson Objectives
After completing this lesson, you will be able to:

- Discuss global website accessibility guidelines with your customers
- Use accessibility tools to test specific aspects of the career site

Lesson 3: Describing Career Site Design Leading Practices

Lesson Objectives
After completing this lesson, you will be able to:

- Follow leading practices to populate metadata and alt text, create informative headings and links and to ensure adequate contrast on your customers' career sites

Lesson 4: Describing Usability

Lesson Objectives
After completing this lesson, you will be able to:

- Discuss with customers factors that influence the user experience (usability)

Lesson 5: Recommending Strategies for Usable Text

Lesson Objectives
After completing this lesson, you will be able to:

- Recommend strategies to accomplish usable text on the customer's career site

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Lesson 6: Choosing Images to Support a Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Assist customers in choosing images that support and enhance their career site

Lesson 7: Explaining Search Engine Optimization (SEO) Advantages and Leading Practices

Lesson Objectives

After completing this lesson, you will be able to:

- Explain to customers the advantages of search engine optimization (SEO)
- Describe the leading practices used by SAP SuccessFactors to accomplish SEO

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UNIT 7 Career Site Builder Pages and Components

Lesson 1: Describing Ways to Improve Candidate Navigation

Lesson Objectives

After completing this lesson, you will be able to:

- Describe ways to make it easy for candidates to find jobs on a career site

Lesson 2: Describing Career Site Page Types

Lesson Objectives

After completing this lesson, you will be able to:

- List the standard inclusions for CSB career sites
- Identify the information contained on CSB career site page types

Lesson 3: Describing CSB Page Components

Lesson Objectives

After completing this lesson, you will be able to:

- Describe the functionality of the CSB page components

Lesson 4: Describing the Advantages of the Internal Career Site

Lesson Objectives

After completing this lesson, you will be able to:

- Describe the advantages of the Internal Career Site

Lesson 5: Describing Tips in the Tools

Lesson Objectives

After completing this lesson, you will be able to:

- Explain tips for using the Career Site Builder

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UNIT 8

Career Site Builder Global Settings, Styles, Brands, and Home Pages

Lesson 1: Enabling Global Settings

Lesson Objectives

After completing this lesson, you will be able to:

- Enable Global Settings to control site-wide elements

Lesson 2: Describing Site Configuration

Lesson Objectives

After completing this lesson, you will be able to:

- View and update elements on the Site Information page

Lesson 3: Customizing Global Styles

Lesson Objectives

After completing this lesson, you will be able to:

- Customize colors and background images and configure headers and footers in Global Styles

Lesson 4: Enabling Brands

Lesson Objectives

After completing this lesson, you will be able to:

- Enable brands and add a brand field to the job requisition template

Lesson 5: Creating a Home Page

Lesson Objectives

After completing this lesson, you will be able to:

- Create a home page

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UNIT 9

Other Career Site Builder Page Types, Headers and Footers

Lesson 1: Creating Content Pages

Lesson Objectives

After completing this lesson, you will be able to:

- Create content pages

Lesson 2: Creating Landing Pages

Lesson Objectives

After completing this lesson, you will be able to:

- Create landing pages

Lesson 3: Creating Category Pages

Lesson Objectives

After completing this lesson, you will be able to:

- Create category pages

Lesson 4: Creating Headers and Footers

Lesson Objectives

After completing this lesson, you will be able to:

- Create headers and footers for each of the brands

Lesson 5: Updating the Home Page and Duplicating for Each of the Brands

Lesson Objectives

After completing this lesson, you will be able to:

- Update the home page and duplicate for each of the brands

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UNIT 10 Other Career Site Setup

Lesson 1: Configuring the Search Experience

Lesson Objectives
After completing this lesson, you will be able to:

- Configure the search experience

Lesson 2: Replacing System Text

Lesson Objectives
After completing this lesson, you will be able to:

- Replace system text by using the Translations menu

Lesson 3: Enabling and Testing Mobile Apply

Lesson Objectives
After completing this lesson, you will be able to:

- Enable and test Mobile Apply

Lesson 4: Creating Recruiting Microsites and Associating with Brands

Lesson Objectives
After completing this lesson, you will be able to:

- Create Recruiting microsites and associate with brands

Lesson 5: Enabling Activity Tracking and Dashboard

Lesson Objectives
After completing this lesson, you will be able to:

- Enable Activity Tracking and Dashboard

Lesson 6: Configuring Job Layouts

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Lesson Objectives
After completing this lesson, you will be able to:

- Configure job layouts

Lesson 7: Viewing and Deleting Legacy Functions

Lesson Objectives
After completing this lesson, you will be able to:

- View and delete legacy functions

Lesson 8: Enabling Social Apply

Lesson Objectives
After completing this lesson, you will be able to:

- Enable Social Apply

Lesson 9: Setting Up Data Protection and Privacy Settings

Lesson Objectives
After completing this lesson, you will be able to:

- Generate data subject reports

Lesson 10: Configuring the Job Alert Email Template

Lesson Objectives
After completing this lesson, you will be able to:

- Configure the job alert email template

Lesson 11: Setting Up Roles in Career Site Builder

Lesson Objectives
After completing this lesson, you will be able to:

- Setting up roles in Career Site Builder

Lesson 12: Conducting User Acceptance Testing for Iteration 1

Lesson Objectives
After completing this lesson, you will be able to:

- Conduct user acceptance testing for Iteration 1

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UNIT 11 Candidate Relationship Management Implementation

Lesson 1: Implementing Candidate Relationship Management

Lesson Objectives

After completing this lesson, you will be able to:

- Enable Candidate Relationship Management and set user permissions

Lesson 2: Creating Data Capture Forms

Lesson Objectives

After completing this lesson, you will be able to:

- Create a data capture form
- Create Candidate Profile Extension fields
- Describe additional considerations regarding the Country field
- Add data capture forms to landing pages
- Configure the Welcome and Set Password Email and trigger and test the data capture form
- Review leading practices from SAP for data capture forms
- Update data capture forms for existing candidates

Lesson 3: Creating Talent Pools

Lesson Objectives

After completing this lesson, you will be able to:

- Create a status set for a talent pool
- Create a talent pool
- Add candidates to a talent pool
- Add additional attributes to a talent pool
- Review leading practices for talent pools

Lesson 4: Creating an Email Layout

Lesson Objectives

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After completing this lesson, you will be able to:

- Describe an email campaign
- Create an email layout

Lesson 5: Creating Email Campaign Content Templates

Lesson Objectives

After completing this lesson, you will be able to:

- Create an email campaign content template

Lesson 6: Creating Email Campaigns and Adding Recipients

Lesson Objectives

After completing this lesson, you will be able to:

- Create an email campaign
- Add recipients

Lesson 7: Creating an Initial Consent Opt-in Email Campaign

Lesson Objectives

After completing this lesson, you will be able to:

- Create an initial consent opt-in email campaign

Lesson 8: Sending Email Campaigns and Viewing the Results

Lesson Objectives

After completing this lesson, you will be able to:

- Send an email campaign and view the results
- Review leading practices on how candidates maintain an active status

Lesson 9: Running Reports on Talent Pools and Email Campaigns

Lesson Objectives

After completing this lesson, you will be able to:

- Run reports on talent pools and email campaigns
- Review leading practices for Candidate Relationship Management reporting

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UNIT 12

Localization of the Career Site Builder Site

Lesson 1: Building Iteration 2 and 3

Lesson Objectives

After completing this lesson, you will be able to:

- Build Iteration 2
- Build Iteration 3

Lesson 2: Enabling Locales in Recruiting

Lesson Objectives

After completing this lesson, you will be able to:

- Describe locales and locale configuration
- Enable locales

Lesson 3: Localizing the CSB Site

Lesson Objectives

After completing this lesson, you will be able to:

- Localize the CSB site

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UNIT 13 Move to Production Process

Lesson 1: Managing the SSL Certificate

Lesson Objectives

After completing this lesson, you will be able to:

- Manage the SSL certificate

Lesson 2: Exporting the Stage CSB Site and Importing to Production

Lesson Objectives

After completing this lesson, you will be able to:

- Export from stage CSB and import to production

Lesson 3: Enabling the Source Tracker

Lesson Objectives

After completing this lesson, you will be able to:

- Enable sources for Source Tracker

Lesson 4: Delivering Backlinks

Lesson Objectives

After completing this lesson, you will be able to:

- Deliver backlinks

Lesson 5: Generating XML Feeds

Lesson Objectives

After completing this lesson, you will be able to:

- Generate standard and custom XML feeds

Lesson 6: Delivering Sitemap Links

Lesson Objectives

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After completing this lesson, you will be able to:

- Deliver sitemap links

Lesson 7: Performing a Quality Check of the Production Site Before Launching the Site

Lesson Objectives

After completing this lesson, you will be able to:

- Perform a QA of the production site

Lesson 8: Submitting the Referral Engine Task Support Ticket

Lesson Objectives

After completing this lesson, you will be able to:

- Submit the Referral Engine Task support ticket

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UNIT 14 Recruiting Advanced Analytics Implementation

Lesson 1: Implementing Recruiting Advanced Analytics

Lesson Objectives
After completing this lesson, you will be able to:

- Describe how customers use Recruiting Advanced Analytics

Lesson 2: Configuring Advanced Analytics

Lesson Objectives
After completing this lesson, you will be able to:

- Configure Advanced Analytics, including Status Mapping

Lesson 3: Mocking Up New Sources and Campaigns

Lesson Objectives
After completing this lesson, you will be able to:

- Mock up new sources and campaigns

Lesson 4: Advising the Customer Training Resources for Advanced Analytics

Lesson Objectives
After completing this lesson, you will be able to:

- Advise the customer on how to learn to use Advanced Analytics

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