

# eFC Company Profiles

Affinity Map Findings



# Overview

## Stakeholder Interview Feedback

Stakeholders across the company, as well as external clients, were asked what they envisioned a “Company Profile” accomplishing, and how best might such an offering benefit candidates, employers and recruiters, alike.

### **Hypothesis:**

A company profile represents not only who they are and what they have to offer, but should also encourage candidates to want to learn more about the company and opportunities that align with their career goals.

### **Objective:**

To better understand the needs across stakeholders, as well as with clients, and to successfully construct a “Company Profile” page that continually engages candidates, while providing employers with opportunities to promote their business, culture and current offerings.

# Interviewees

## What They Do

### Customer Support

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eFC Customer Success Manager  
eFC Customer Success Team Member

### Marketing

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eFC B2C Team  
eFC Global Accounts Manager  
eFC Sr. Product Marketing Manager

### Sales

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eFC Sales Team Lead  
eFC UK Coommercial Teams Manager

### SEO

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eFC Sr SEO Manager

### Client

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Phaidon Intl Career Page Manager

### Recruiting Agency

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GreySpark Head of Talent Aquisition

# Key Findings

## Stakeholder Insights

### What would be your vision for this offering?

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Promote a company's culture and brand

Express what its like to work for the company

What opportunities are there within the company?

Provide transparent contact information

Position eFC as financial experts

Investigate SEO monetization opportunities

### What defines success?

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The profile should give a sense of community

It needs to be SEO optimized

Should showcase their brand

Compel candidates to want to work at the company

Changes over time to give candidates a reason to come back

Communicates our strategy to employers so they can see the long term goal we're aiming for

### What are some potential pitfalls?

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Don't overload the page

Content needs to be unique

We currently don't have the manpower to update all company's pages ourselves

Paid vs. Unpaid profiles - How will paid content differ?

Don't duplicate what everyone else is doing

Who will contribute to the page on a regular basis?

Relying on companies to produce new content on a regular basis

### Successful competitor company pages

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Welcome to the Jungle (fully customizable)

Branded stores (Amazon, eBay)

LinkedIn

Mobile friendly sites

Sites with reviews on the company

Sites that offer some "quirkiness" or unique content like "A day in the life" type of insight

# Key Findings

## Stakeholder Insights

### Unsuccessful competitor pages

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Sites with too much information

Site where you can't customize the profile

Sites that offer content that others do

Sites that offer content that they are not experts at

Companies that rely too much on user-generated content

### Most important to communicate

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Company story / history

Work environment and culture

Growth opportunities

Company diversness

Employer benefits

Daily life at the company

### How we can differ

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Present a polished design with media / tech focused content

Evolve from a LinkedIn type presence to more of a Facebook news feed mentality

Display more of eFC's data insights (candidate skills, current market trends)

Personalized articles and testimonials about the company

Displaying the depth of financial service knowledge and expertise a company has

### Client feedback about engaging candidates

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Better access to candidates and ways to reach out to them

Instant messaging with candidates

Be able to talk to a candidate that didn't accept the job to find out why

Filter out bad, non-qualified candidates

# Key Findings

## Stakeholder Insights

### Most beneficial to users and the company?

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**For Users:**

Highlight the company's strengths

Accolades and awards

Reviews

Interview process aid and support

Seeing different opportunities the company has to offer

Company diversity and benefits

**For Employers:**

Highlight sales / promote their business

Finding tech-savvy candidates educated in financial services

### How best to integrate with eFC's ecosystem?

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Messaging needs to be in place

Integrate social media accounts

Link all company pages, logos, recruiter pages, editorial content and JDVs back to the profile

### What are the primary touch-points?

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Clear navigation tab on eFC home page

Regular pop-up promotional messages (i.e. Chat with a recruiter or Based on your recent search, check out this company's profile page)

Link jobs that users have searched on to company pages that fit the same criteria

Job Detail Views

Message candidates profiles related to their recent searches or that match their skills

Editorial pages related to the company

### Additional feedback

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Europeans like to learn about the company's history

Americans seem to focus more on how polished the design is

Need to move WordPress content over to Hippo

Need to pare down some of the existing company text

Determine which clients we have text for right now and what we need to launch with consistent, complete content

SEO rankings will drop over time if pages are not regularly updated



# Stakeholder Feedback

## What's Important For Success

### What would be your vision for this offering?

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"What will make you stay on the page? Entertain them? Tell the company's story. Give them the opportunity to express themselves and paint a picture of what it is like to work within their company."

"Balance giving enough info, while also promoting them to register. This is an asset that can be monetized for SEO."

"Would definitely benefit recruitment agencies if they could link their website, but not just a place to go to see their company info, but having articles and events, who they are, who their point of contacts are, and just really spreading the brand about what the company is and who they are."

"Help the clients understand what the perception of their business is from the candidate's standpoint."

### What defines success?

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"How we take the user on the journey to get to a company's page."

"Create a page Google can get useful information from."

"Application to jobs. Client satisfaction. How well it showcases their brand."

"Suggest our strategy to employers so they can see the long term play."

"A page that changes over time to give candidates a reason to come back."

### What are some potential pitfalls?

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"Don't overload the page."

"Don't currently have the manpower to update all company's pages ourselves."

"Can't be all things to all clients."

"Paid vs. Unpaid clients are a consideration / we need to think ahead on how we'll be able to showcase their content."

"The page needs to be dynamic, rather than stale or the same each time the user returns."

"Don't make the page a dumping ground for anything related to the company."

"Who will contribute to the page? Can we rely on companies to produce the best content to sell their brand effectively?"

### Successful competitor company pages

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"'Welcome to the Jungle' really focuses on good company pages (fully customizable) and approaches clients and offerings with great solutions around companies."

"Ones that approach the profile as though it were a company store."

"Michael Page and Faden International."

"LinkedIn (The industry standard) and Amazon (Being able to look at reviews on the company / its offerings)."

"Zoopla."

"Monzo and sites that offer some 'quirkiness' or unique content."

# Stakeholder Feedback

## What's Important For Success

### Unsuccessful competitor pages

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"LinkedIn. Too much information; too confusing - you don't know where to look, eye goes all over the place, advertisements; it's not harmonized."

"LinkedIn, because you can't customize it - it pulls all data from company page for campaigns; not sure it's always catering for what your campaign is about."

"Companies that rely too much on user-generated content. Also, sites like LinkedIn are not the place you go to get financial news – you go to an industry leader like Bloomberg, etc."

"Glassdoor has locked down access to certain information without users giving up information."

### Most important to communicate

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"What it's like to work at the company. Give users a sense of belonging. Have the company share their story / history with you. Give a feeling like it's a company and legacy you want to be a part of."

"Highlight opportunities for growth."

"Many European company's are traditionally more conservative. They are just now embracing becoming more hip and trendy in order to connect to today's candidates."

"Company's need to be more open about what's happening and what their moving towards."

"Diversity reports."

"Understand what it means to work in a particular department in the company."

### How we can differ

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"Give a sense of the deep understanding of what the company has to offer our users. Focus on polished, very media / tech focused content. Many clients aren't familiar with our world (the tech side)."

"Make the pages more niche to stand out more."

"Evolve from a LinkedIn presence to more of a Facebook update mentality."

"Personalized articles and testimonials about the company or what its like to be in the role."

"Display the depth of financial service knowledge and expertise the company has."

"By attracting a wide range of role types into the FinTech world."

### Client feedback about engaging candidates

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"Negative feedback: The BackOffice pages were often times out of date and difficult to use."

"Better access to candidates, ways to reach out to them directly."

"Quality of candidate (good or bad) - if it's matching the skill set; number of candidates (volume / cost per CV)."

"Get to know more about the employees at each level of the company."

"Most people would rather instant message before they would call or email; commercial firms prefer to communicate via email. Do we design different style pages for Commercial firms vs. Search firms?"

"Be able to have the client talk to a candidate that didn't accept the job to find out why."



# Stakeholder Feedback

## What's Important For Success

### Most beneficial to users and the company?

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"Client perspective: Understand more about the company, in the blink of an eye."

"Users needs company stat info. Client's need a place to highlight sales / promote their business."

"Help the candidate along the interview process."

"See the different opportunities the company has to offer. Highlight and promote diversity; Women in Tech; internship opportunities."

"Find out more about what current employees think about working at the company and disclose salary information so candidates can know what to expect."

### How best to integrate with eFC's ecosystem?

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"Give them the ability to leave a message and effectively interact."

"Use the profile as the first SEO touch point; as a gateway to get them to register."

"Hyperlinking pages within editorial content as well as all logos, company name references, etc to the profile page."

"Show similar, related info that promotes the company; see the recruiters that work at the company and what they've been up to (i.e. link to the recruiter's profile)."

"Don't create huge entry barriers."

"Connect to our current employer brand offerings, (news, articles and sponsored content offerings) back to the profile."

### What are the primary touch-points?

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"Navigation tab on eFC home page."

"Regular pop-up message: 'Chat with a recruiter' or go directly to the company's profile."

"Link jobs that users have searched on to company pages that fit the same criteria."

"When their creating their profile, notify candidates of companies that are related to their skill set."

"Link job results for a specific employer to similar companies."

### Additional feedback

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"Need to understand our user's patterns better (don't just assume there is only one mindset)."

"Need to move WordPress text over to Hippo. Need to pare down some of the existing company text. Who do we have text for right now and what do we need to launch with consistent, complete content. Add in FAQs, internship programs, company stats (all ways to continually freshen the content)."

"Recruiter's using 3rd party APIs should be able to create one profile per brand."