



ManpowerGroup™

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High Tech High Touch: Finding the Right Balance of Technology and Personalization is Critical To Attracting Top Talent

- More than twice as many people in China, United Kingdom, United States, Australia and Mexico use apps to apply for jobs than in 2015
- More than half prefer to use mobile apps to find their next role while some still chose desktop
- Personalization is key: more than 1 in 3 say automated messages that are not personally targeted undermine an employer's credibility

MILWAUKEE, Nov. 15, 2017 /PRNewswire/ -- Technology combined with a personal approach is the top priority for job seekers finds new research from ManpowerGroup Solutions (NYSE: MAN). *Swipe Right: Candidate Technology Preferences During the Job Search* provides fresh insight from more than 14,000 people in 19 countries into application preferences and includes practical steps employers can take to attract and retain right-skilled workers.

Visit manpowergroupsolutions.com/candidatepreferences for detailed information on candidate preferences or to download the report, *Swipe Right: Candidate Technology Preferences During the Job Search*.

"In today's tight labor market, the candidate has more authority than ever before" said Kate Donovan, Senior Vice President of ManpowerGroup Solutions and Global RPO President. "Attracting the brightest and best people into your organization needs to combine a high tech and high touch approach. The two are not mutually exclusive. Candidates' application preferences and expectations for job searches are changing rapidly and businesses need to keep pace. Jobs are personal and relationships matter: technology can simplify the application process but should not replace personalization and the human touch."

ManpowerGroup Solutions shares eight practical recommendations for employers including:

- 1 **Be smart about the smartphone.** Mobile applications may increase the amount of applications employers receive but organizations will achieve the right fit for the role through a personalized and candidate centric approach.
- 1 **Look beyond traditional HR platforms and apps.** It is easier to meet candidates where they already are rather than insisting they try something new.
- 1 **Let a bot be a bot.** The technology that an employer uses (or does not use) at every stage of the recruitment life cycle sends a powerful message about an organization and its values to candidates. Chatbots should be an extension of an employer brand and be open and transparent that they are bots. They should complement not replace human interaction.

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About ManpowerGroup Solutions

ManpowerGroup Solutions provides clients with outsourcing services related to human resources functions, primarily in the areas of large-scale recruiting and workforce-intensive initiatives that are outcome-based, thereby sharing in the risk and reward with our clients. Our solutions offerings include TAPFIN-Managed Service Provider, Strategic Workforce Consulting, Borderless Talent Solutions, Talent Based Outsourcing and Recruitment Process Outsourcing, where we are one of the largest providers of permanent and contingent recruitment in the world. ManpowerGroup Solutions is part of the ManpowerGroup family of companies, which also includes Manpower, Experis, and Right Management. More information at www.manpowergroupsolutions.com.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for over 400,000 clients and connect 3+ million people to meaningful, sustainable work across a wide range of industries and skills. Our expert family of brands - Manpower®, Experis®, Right Management® and

ManpowerGroup® Solutions - creates substantially more value for candidates and clients across 80 countries and territories and has done so for nearly 70 years. In 2017, ManpowerGroup was named one of the World's Most Ethical Companies for the seventh consecutive year and one of Fortune's Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.com



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