

Let Your Employees Do the Talking.

Gain valuable employee stories at scale to help empower your recruitment marketing initiatives and identify strong employee brand advocates.

HOW IT WORKS

Our story capture tool engages your employees to share the reasons why they value working for your company.

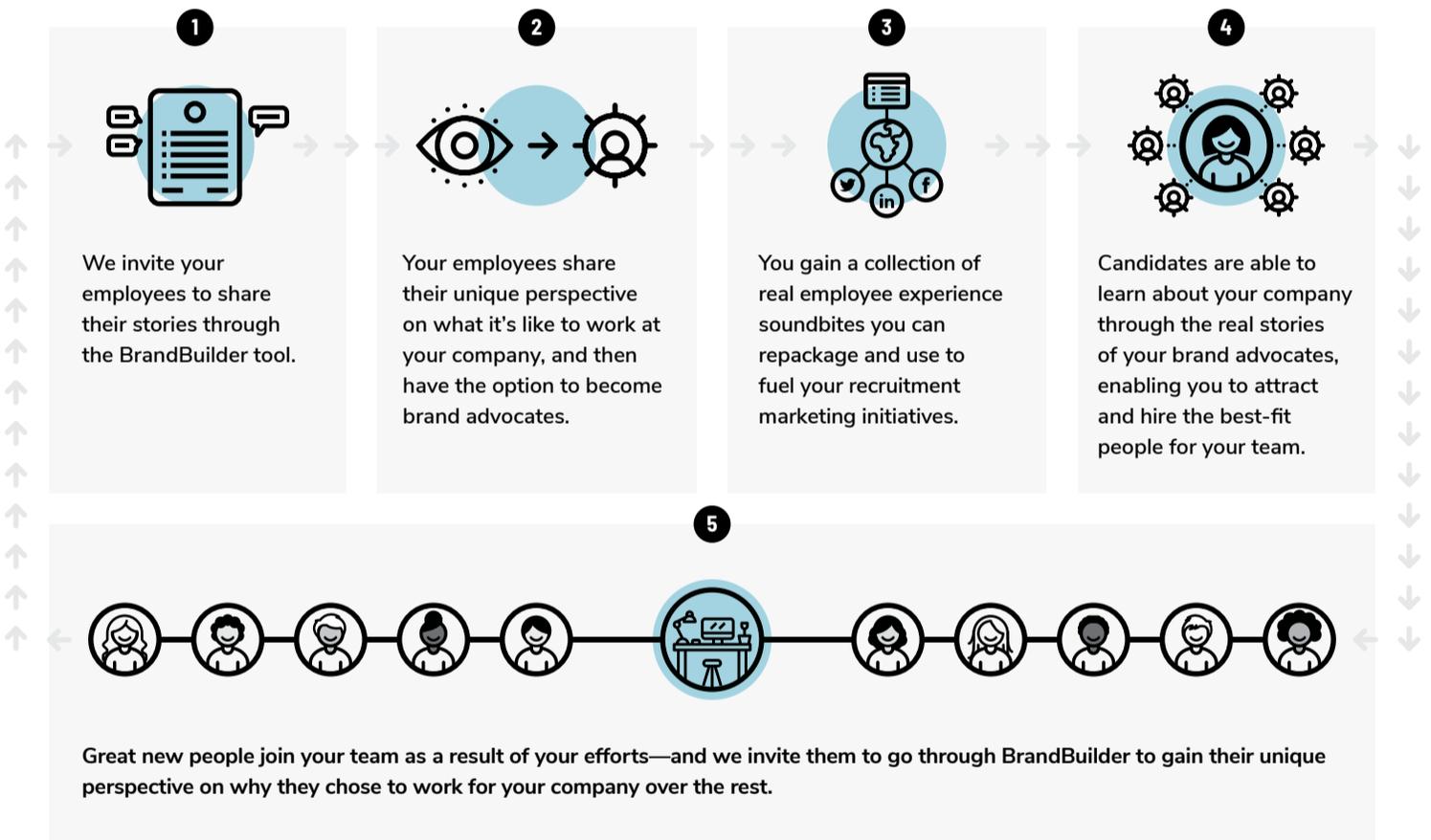
With these insights, you can recruit better talent. How?

BrandBuilder helps you connect the dots between employer brand and employee experience—giving candidates the opportunity to research based on validated employee stories when deciding if your company is the right career move.

37% of candidates consider employee testimonials to be the most valuable type of marketing content.

— 2018 Talent Board North American Candidate Experience Benchmark Research Report

THE PROCESS



WHAT YOU GET



Powerful Stories, Not Rankings

Capture the full picture of life at your company through authentic and validated employee stories, providing candidates with the insights they need to effectively evaluate potential employers.



Content You Can Use Everywhere

Repackage top stories to create content for your main recruitment marketing channels. Free tip: Adding employee experience quotes to your careers site is easy and effective.



Passionate Brand Advocates

Tap brand advocates within your organization to power up your referral programs, create valuable new employee resource groups, and increase employee engagement.

HOW OUR PARTNERS USE THEIR STORIES

“The BrandBuilder tool was invaluable for Carbon Black. Not only did we get rich insights, but we heard from a range of employees in varying roles that we don't normally hear from. With BrandBuilder, we can use the testimonials for our collateral and digital content, and can now tap individuals who have marked themselves as company advocates. This cuts down the time it takes to find willing employees and allows us to leverage people who are engaged and passionate about the company.”

— Ashley Perez, Senior Talent Brand Ambassador at Carbon Black

