



Visma EasyCruit

An insight into the latest developments

Summer 2020 - English

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Visma EasyCruit summer update

In this update we would like to inform you about the latest news for Visma EasyCruit. We are happy to announce some exciting partnerships that will enable you to have an outstanding candidate experience and a great start of the employee journey. As one of the first recruitment systems Visma EasyCruit has received the ISAE 3000 Type I privacy attestation, and earlier this year we received the 2020 Conformat ACE Award for achievement in customer excellence. We have also worked on functional improvements of which you can read more about in this update.

Partnership with Joboti

How can you improve the candidate experience in recruitment processes? One solution is to add a virtual recruiter to your team that can help answer frequently asked questions and let candidates easily apply via chat. That is why we are thrilled to announce our partnership with Joboti. Making smart recruitment chatbots available for you.



[>>> Click here to watch the introduction video](#)

Key features

- Recruitment template dialog flows
- Integrated with Visma EasyCruit
- Multilingual
- Easy to integrate on career site via Google Tag Manager
- Integrations with WhatsApp
- Integrations with Facebook Messenger
- Analytics dashboard



How does it work?

The recruitment chatbot is a paid add-on functionality which is activated upon request. Request and activation are done through Visma in cooperation with Joboti. After activation, you can configure your own chatbot. You decide which questions to ask the candidate, what tone of voice to use or which questions the chatbot is able to answer immediately.

In case you would like to offer candidates the option to apply via WhatsApp, a WhatsApp Business Account is needed. Joboti can fully support you in the WhatsApp registration.

Contact your **Visma EasyCruit Customer Success Manager** for more information.

Partnership with Appical

We are happy to announce our partnership with Appical. A simple and effective platform for onboarding, engaging and retaining your employees. Appical is the force behind some of the world's best employee experiences by making it easy for you to create workflows, build employee journeys and improve connections while providing you with the data you need to make better decisions. With Appical you're making sure that no new hire feels lost on their first day in the office ever again.

New hires want confirmation that they made the right choice to join your company. They want to lose the uncertainty as soon as possible.

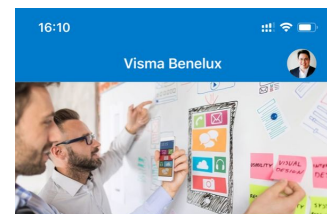
Thanks to good onboarding, new employees are empowered quickly, they know what is expected of them and who they can go to for questions and advice. They feel involved and can easily achieve good results.

In contrast to an introduction, onboarding isn't a single event, it's a process and a series of events.

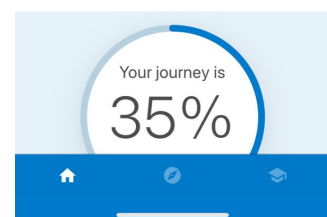
The 5 C's of onboarding

As a company you should support new hires in five important areas of onboarding.

- **Compliance:** Includes teaching employees basic legal and policy-related rules and regulations.



Welcome to the Visma family! We're excited to have you on board. These upcoming weeks are going to be full of new information, connecting, learning and excitement. But don't worry, this app provides you all the need and good to know before your first day with us and the first weeks after. We've got you covered. Are you ready for take-off? Let's start your onboarding journey! Go to your stories by hitting the Journey-icon.



- **Clarification:** Ensure that employees understand their new jobs and all related expectations.
- **Connection:** The vital interpersonal relationships and info networks that new hires must establish.
- **Culture:** A broad category that includes providing employees with a sense of organizational norms, both formal and informal.
- **Cool:** Make it fun! Create a structured onboarding program with a unique blend of technology, knowledge and experience that is engaging by using video, games and storytelling to bring the essence of your organisation to the heart of your new employee.

How does it work?

Appical onboarding is a paid add-on functionality which is activated upon request. Request and activation are done through Visma in cooperation with Appical.

Contact your **Visma EasyCruit Customer Success Manager** for more information.

Visma EasyCruit receives data privacy attestation

We believe it is important to make sure that all the work we do is in line with leading international privacy regulations. Visma is pleased to offer our customers one of the first audit assurance reports; the ISAE 3000 type I, issued on June 16th 2020, made for compliance towards GDPR, in this case for the Visma EasyCruit product!

GDPR art. 28 describes that a data controller (our customers) shall use only data processors (Visma) that give sufficient guarantees towards GDPR and the protection of the rights of the data subjects. An ISAE 3000 audit assurance report is the best guarantee that can be given within the choice of audit reports and ISO certificates.

What is ISAE, and what does this mean for Visma EasyCruit?



ISAE stands for International Standard on Assurance Engagements and is the assurance standard for compliance, sustainability and outsourcing audits. This ISAE 3000 audit covers GDPR in particular.

For Visma EasyCruit, the process for receiving the type I report meant undergoing a true test in the quality and rightfulness of our privacy process and our product. Consequently, all of our data processing documentation was examined by an independent auditor (Ernst & Young).

Why is this report important to us?

The report covers Visma's role as data processor and will give you a good understanding of how Visma is working systematically with data protection through organisation, processes and risk management. The necessary security measures taken, in order to protect your personal data using Visma EasyCruit, are described in detail. All these areas are tested by Ernst & Young and the results of the tests are available in the report.

We have policies and procedures in place to ensure we can comply with our obligations related to data processing. These include dealing with data subjects' requests, managing and informing the clients in the event of a personal data breach, and ensuring our employees are regularly trained when it comes to personal data processing.

The report is available for Visma EasyCruit clients and their auditors. To get access to the full ISAE 3000 type I report, please contact your Visma EasyCruit Customer Success Manager.

Learn more about our security and privacy measures in the [Visma Trust Centre](#)

Visma EasyCruit receives 2020 Conconfirm ACE Award for achievement in customer excellence



Visma, leading European software provider, has been awarded a 2020 Conconfirm ACE Award for delivering an outstanding Voice of the Customer programme to customers of its recruitment product, Visma EasyCruit. Visma received the award with the distinction of "Judges' Choice", a category reserved for companies demonstrating the strongest commitment to building better products and services for their customers.

The Voice of the Customer award category recognises the companies that have developed a strategic approach to listening to customers and are using that voice to drive change and bring more value into their organisations.

For the 15th year, Conconfirm's ACE Awards honour companies' dedication and tangible business improvements related to their customer success efforts. As a recipient of a Conconfirm ACE Award, Visma has continually evolved its programme to make smarter decisions and faster actions, leading to better business outcomes.

Visma has earned the Conconfirm ACE Award based on the following initiatives:

- Implemented customer metrics such as the Net Promoter System (NPS) in several touch points across the customer journey
- Broadened the use of quantitative and qualitative feedback collection methods such as health checks and exit surveys
- Developed enhanced processes to collect and analyse customer feedback, share insights with relevant stakeholders, and monitor results and business impact
- Aligned to customer needs based on feedback across the customer journey
- Kept customers informed through periodic video interviews from product experts

“We are excited to accept this 2020 Conconfirm ACE Award, a symbol of our joined efforts to build a truly customer-driven organisation,” said Berit Braut, Director of Customer Experience at Visma. “This achievement would not have been possible without a customer-driven culture shared by Visma’s dedicated teams and executed across our processes. Working in a customer-driven way is truly a win-win strategy, both for customers who get the best value of what we deliver, and for Visma to improve the quality and efficiency to drive business results.”

“We’re honored to present Visma with a 2020 Conconfirm ACE Award and recognize their well-deserved accomplishment,” said Kyle Ferguson, CEO of Conconfirm. “We have witnessed Visma’s persistent drive to improve experiences and create long-lasting relationships. Customer experience is a critical component of business success and Visma’s exemplary program demonstrates their ability to consistently move the benchmark higher.”

About Conconfirm ACE Awards

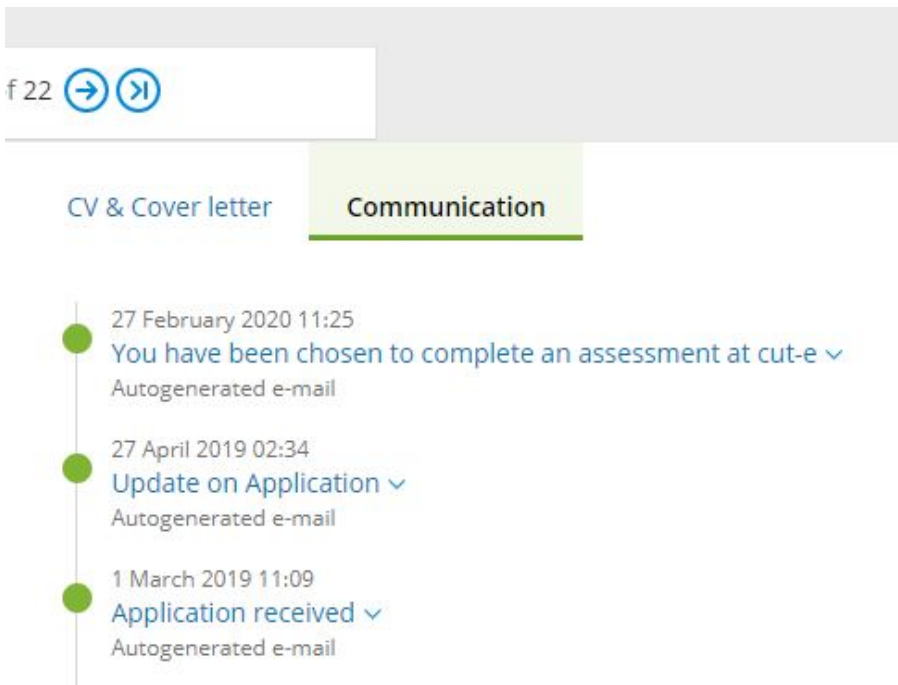
The ACE (Achievement in Customer Excellence) Awards program was established in 2005 to recognise outstanding achievement in customer excellence. Receiving a Conconfirm ACE Award is a distinct honour that demonstrates both rigorous application of customer experience processes and outstanding performance as measured by those processes. All Conconfirm customers are eligible for Conconfirm ACE Awards for their company, business units, or segments of a business. To be eligible for a 2020 Conconfirm ACE Award, organisations must have conducted one or more Voice of the Customer surveys between January 1 and December 31, 2019. Qualifying performance is determined by a combination of customer satisfaction mean scores and top-box rating percentages maintained during at least a 6-month period during the eligibility period. For more information on awards criteria, visit <https://www.confirm.com/ace-awards>.

Communication history available in new candidate management

Communication history for emails is now available in the new candidate management. When viewing a candidate's application you will see a new tab next to the CV & Cover letter.

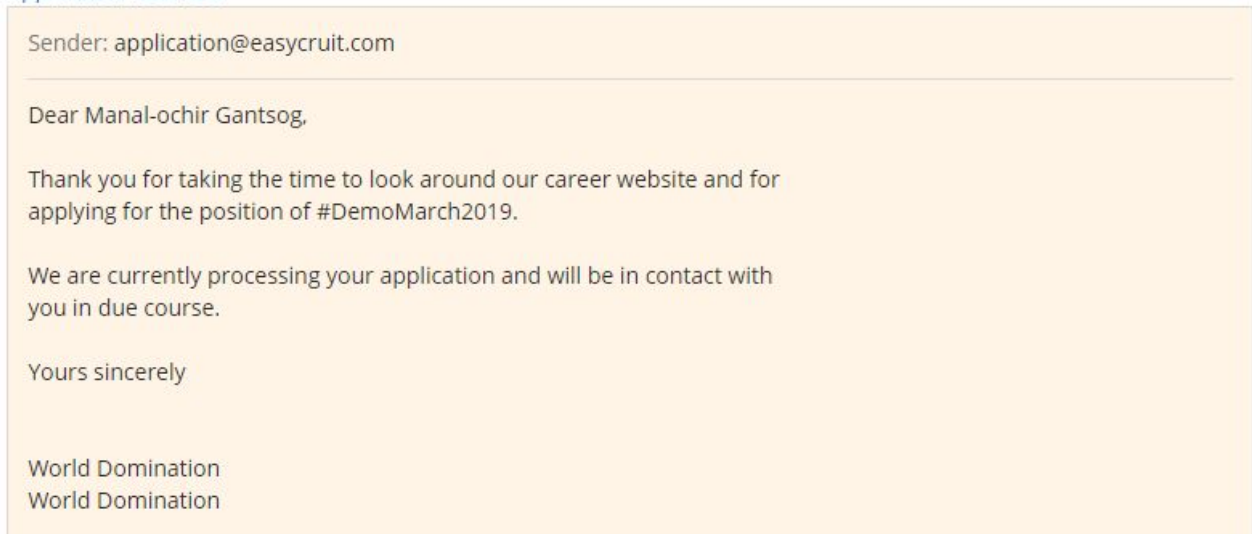


Clicking the tab will bring you to a list of all the emails that were sent to the candidate for this application.



You can then expand the relevant email to see more details. These include; content, sender address and which user that sent the email.

1 March 2019 11:09
Application received ^



Autogenerated e-mail


Visma EasyCruit will remember which tab you have open if you swap between candidates as well.

Please note that text (SMS) messages sent via Visma EasyCruit are currently not included but will be added at a later stage.

Project owner's email available in XML feed

Visma EasyCruit now offers the ability to include the email and ID of the project owner in the XML feeds that are created. Each channel can be configured individually to include this information so that you can control for which channels this information is exposed.

If this is activated for a channel you will notice an information icon next to that channel. Clicking this icon will highlight that publishing to this channel will also include the project owner's email and ID in the feed.

Select	Posting channel	Price	Comments
Internal channels			
<input type="checkbox"/>	Company homepage 		Publishing the vacancy on this channel will also send the email and ID of the project owner to the channel. 
<input type="checkbox"/>	Kalles Agency		

If you choose to publish to a channel which utilises this feature and the owner of the project does not have an email configured on their account, you will get an information text highlighting this fact.



Please note that you are publishing your vacancy to a channel that also makes use of the email and ID of the project owner. To fully utilise this functionality you need to have an email configured on the owner. If you are the owner, you can go to 'Settings' and 'My information' to add your email, then go to the 'Vacancy list' and find your vacancy to continue with the publishing. This is not mandatory but you might lose out on functionality that utilises this otherwise.

Please note that you will still be able to continue with the publication but any resource that makes use of this information might not work correctly.

If you are interested in adding this information to any of your XML feeds, please contact us and we will help you set it up.

Offer letter available to view

Offer letters sent out to candidates will now be available to view in the new application management along with information on whether the candidate has accepted the offer or not. You will also be able to access any previously sent offer letter for the vacancy. Click any of the offer letters will display them in the overlay.

Fredrik Nordmark
Status Offer letter sent

Applied 30 Apr 2019
Privacy policy (v0) [↗](#)

[Offer letter](#) [↗](#)

Added 28 Feb 2020 · Status Offer letter sent

[Offer letter](#) [↗](#) Added 28 Feb 2020
[^ Hide earlier versions](#)

Please note that only users with hiring rights within the vacancy will be able to access the offer letters. Users without such rights will not have the letters displayed in the UI either.

Visma EasyCruit YouTube channel

Subscribe to our YouTube channel: youtube.com/vismaeasycrui. On our channel you can find video tutorials about almost all functionalities. When you have time, take a cup of coffee and watch our Visma EasyCruit Coffee Club episodes. Some interesting topics that we have covered: create your own reporting dashboards using the data-extracts or learn more about our UX process.

Video interview extended trial period

In March we released a solution that enables an easy way to create video interviews. The solution is activated for all customers, free of charge until the September 30th 2020*. This way you can continue this functionality for just a little longer during these challenging times.

This is how simple it is to include a video interview in your invitation:

1. When inviting to an interview and you wish to use video interview, click on the button "Generate link"
2. When the link has been created, click on the button "Copy Link"
3. Paste the link in the content field and send as usual
4. Both the candidate and the recruiter(s) will receive the video interview link in an email and can then start the meeting

Visma EasyCruit Start page New vacancy Vacancy list Settings

Invite to interview ⓘ

Recipient: "Anders Andersson" <name@domain.com>

From: "Christer Stenfeldt" <christer.stenfeldt@visma.com>

Subject: Invitation to First Interview

Address:

Directions:

Video interview: Copy link <https://vismaeasycruit.whereby.com>

Click on the button 'Generate link' to create a unique link for your video interview. When the link has been generated, click on the button 'Copy link' and then paste the link in the 'Contents' section below.

Please note:

- The browser Internet Explorer don't support video interviews. If possible, try a recent version of Chrome, Firefox, Edge or Opera.
- The usage of this function is optional.

Contents:

B *I* U ABC | Paragraph | Font Family | Font Size

Dear {first-name},

We refer to your application for the advertised position of {position}, and are pleased to advise that your application has successfully progressed to the next stage of our recruitment process.

We now wish to invite you to attend an interview.

Date: {interviewdate}
Time: {interviewtime}
Duration: {duration}
Interviewer(s): {interviewers}
Video interview: <https://vismaeasycruit.whereby.com/easycruit-interview=4630c4f1-33c8-4181-a09a-710684208ee6>

If you have any special needs or requirements with regard to the arrangements, please highlight this to us as soon as possible.

We look forward to meeting with you.

Do not hesitate to contact your **Visma EasyCruit Customer Success Manager** or our **Support Team** if you have any questions!

* The function will be turned off after the mentioned date. Clients that wish to continue to use the function will need a separate agreement with Visma.

Broadbean integration extended with additional descriptive vacancy fields

We have extended the Broadbean integration to include the additional descriptive vacancy fields. Clients that are using these fields are now able to transfer all vacancy fields to Broadbean when posting.

Rather than merging all the vacancy fields into one field in Broadbean the fields will now be mapped as follows:

Visma EasyCruit field name	Broadbean field name
Vacancy text	JobDescription
Candidate profile	Profile
Job offer	JobOffer

Before you can make use of this extension we need to do a one-time configuration in the integration. Please contact us and we will set it up for you.