

How Pinpoint helps companies attract, hire, and recruit faster



Emilie Z

Applied



Priyanka L

Interview



Tom P

Review



James H

Hired



TRUSTPILOT



CAPTERRA



G2



Intro to Pinpoint



We've achieved a lot in five years...

50+

Countries our customers
recruit in

380

Current customers...
And growing

600k+

Candidate experiences
managed per month



INTRO TO PINPOINT

Our manifesto

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We put humans first.

Our founders didn't just set out to build a better applicant tracking system. They also wanted to **fix broken hiring processes** that make it so hard for great candidates and great companies to find each other.

Attracting the right people and building the strongest teams means being **different**, not better.

It means helping candidates understand what you do and don't offer—warts and all.

It means treating your candidates better than your biggest client.

And it means enabling your whole team to be part of the hiring process.

Think of Pinpoint as the antidote to the traditional applicant tracking system.



INTRO TO PINPOINT

What makes us different

Pinpoint © 2022

- 1 Most applicant tracking systems force you to choose. Would you rather...
 - Get started quickly with a lightweight, intuitive platform?
 - Or get robust, configurable functionality to grow with you over time?

We offer the best of both. You get speed and flexibility, today and over the long term.

- 2 We put experience first—for talent teams, candidates, and hiring managers. We take a lot of care with design and overall experience. And our customer support is both fast and personalized, helping you resolve issues quickly before you lose candidates.

- 3 As one of the more modern companies on the market, we bring innovation and insight. We embed best practices into the platform so your whole team follows them consistently. And our product team constantly implements new ideas based on feedback from customers and trends in the future of hiring.



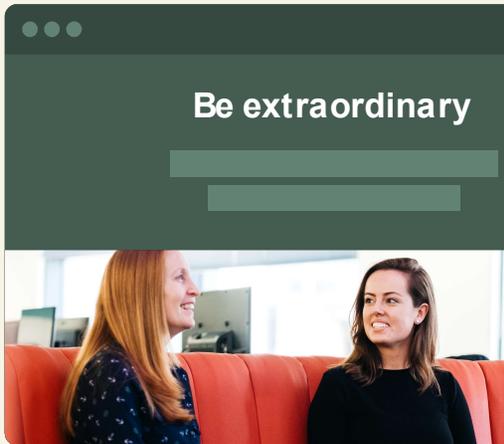
“ We went with Pinpoint because they have an agile, flexible system that could be configured in a way that works for us. And whenever you request an enhancement the answer is “Wow, that is really good idea. Let’s work on that”

Senior Director of Employee Experience
New York Public Library



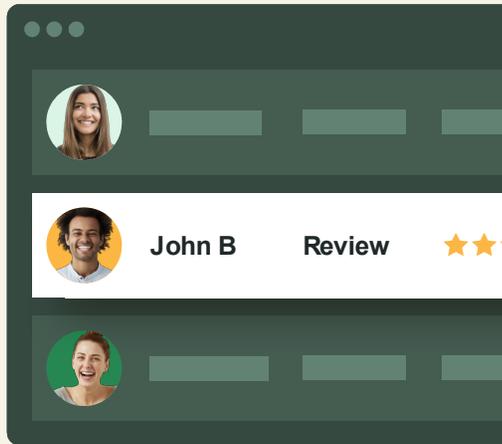


3 Core Pillars of Functionality



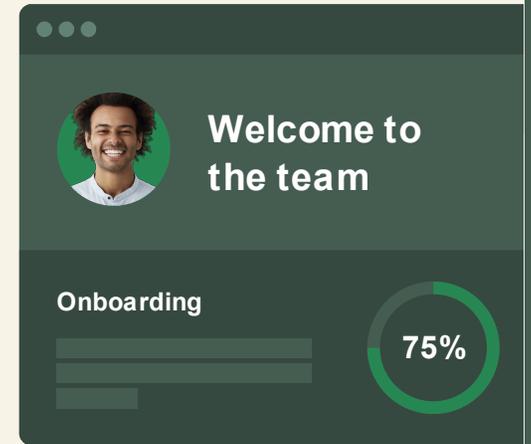
● Attract

Consistently attract the right candidates, at the right time, without resorting to recruitment agencies.



▶ Hire

Quickly shortlist candidates, automate tedious processes, and make better hiring decisions.



☪ Onboard

Engage your new hires with a personalized experience, and make onboarding faster, easier, and more effective for everyone.



CORE FEATURES

Attract

Your team expects great candidates.
Pinpoint helps you find them.

Branded careers website

Together we'll craft an engaging careers website that turns visitors into candidates.

Job board marketplace

Advertise on 1,450+ of the best job sites, all from within Pinpoint.

Employee referrals

Your team already knows your next great hire. Pinpoint helps you meet them.

Multilingual candidate experience

Offer your careers website, application forms, and candidate emails in multiple languages.

Recruitment agency portal

Manage your agencies and their candidates in one central location.

Candidate-friendly applications

Easily build custom application forms your candidates will love.

Sourcing extension

Open our Chrome extension on a candidate's profile, and copy their information straight into Pinpoint.

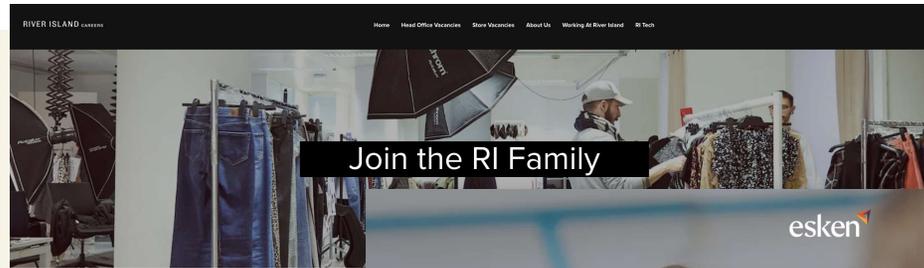


ATTRACT

Career Sites that Work

More than just a list of jobs, we'll build a beautiful careers website that are carefully designed to tell your unique story and engage the right candidates based on data from the millions of candidate experiences we've delivered.

All content, design and pages can easily be managed through our CMS



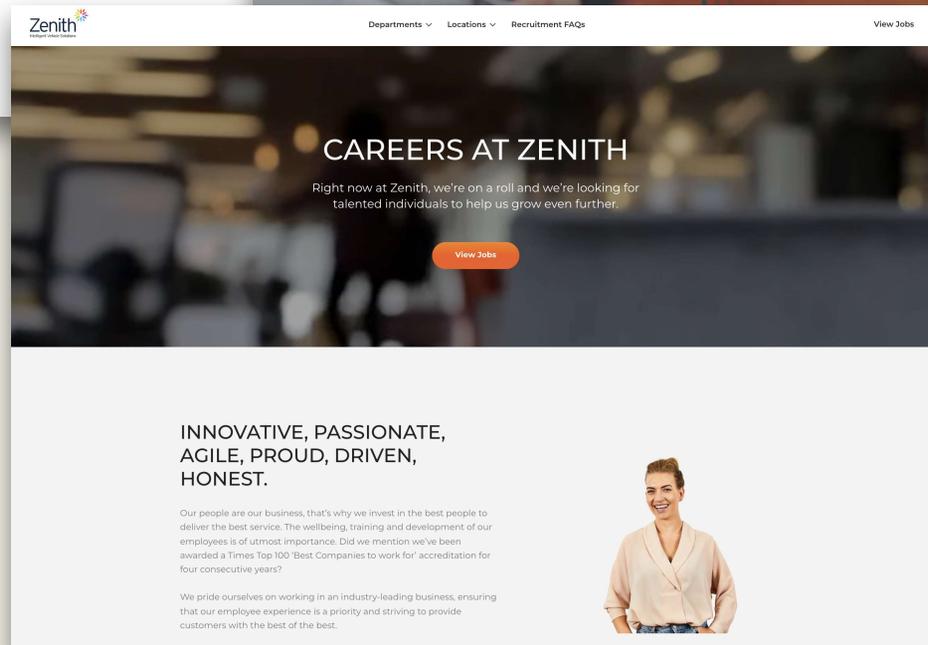
Join the RI Family

esken

Careers at Esken

We couldn't do what we do without our people, so we do whatever we can to make working at Esken as enjoyable and fulfilling as possible for every individual.

[View current opportunities](#)



CAREERS AT ZENITH

Right now at Zenith, we're on a roll and we're looking for talented individuals to help us grow even further.

[View Jobs](#)

**INNOVATIVE, PASSIONATE,
AGILE, PROUD, DRIVEN,
HONEST.**

Our people are our business, that's why we invest in the best people to deliver the best service. The wellbeing, training and development of our employees is of utmost importance. Did we mention we've been awarded a Times Top 100 'Best Companies to work for' accreditation for four consecutive years?

We pride ourselves on working in an industry-leading business, ensuring that our employee experience is a priority and striving to provide customers with the best of the best.





ATTRACT

Post to Hundreds of Job Boards



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- ✓ Post to as many job boards as you like with just a couple of clicks and have your candidates appear back in Pinpoint.
- ✓ Create collections of your favourite job boards by department, location, or type of job.
- ✓ Use our deep “apply” integrations with job boards like Indeed that have delivered a 4x increase in applicants for volume roles.
- ✓ Post your jobs on social media, with a single click.



ATTRACT

Leverage your employee network with employee referrals



Pinpoint © 2022

- ✓ Employees referrals give you access to candidates that join faster, stay longer, and do a better job. Pinpoint makes it easy to create and manage your employee referral program.
- ✓ Employee dashboard with referral stats, and open roles.
- ✓ Offer incentives and rewards.
- ✓ Encourage, track, and manage the progress of referrals and incentives—all within Pinpoint.



ATTRACT

Manage agency recruiters and their candidates in one central location

- ✓ Report on performance by agency.
- ✓ Identify which agency submitted the candidate first.
- ✓ Invite agencies to work on specific jobs, or with entire departments, locations, or divisions.
- ✓ Automatically manage all candidate communication via the agency.



CORE FEATURES

► Hire

Automate tedious processes and make better hiring decisions.

Job requisition management

Easily create, track, and approve job requisitions.

Interview scheduling

Allow candidates to self-schedule interviews without emailing back and forth.

Video interviewing

Schedule video interviews on your favourite platforms.

Anonymized screening

Anonymize applications and reduce bias in the recruitment process.

Talent pools

Fill vacancies faster with candidates you know you like, but haven't hired yet.

Candidate profiles

Everything you need to know about a candidate, all in one place.

Candidate scorecards

Make choosing who to hire faster, fairer, and more objective.

Offer management

Generate offers and send them directly to candidates.



CORE FEATURES

▶ Hire

Automate tedious processes and make better hiring decisions.

Team collaboration

Easily share information with your hiring team and control access.

Recruitment analytics

Simple, powerful reporting that provides accurate insights on the most common recruiting metrics.

Candidate experience surveys

Get feedback from candidates presented on a built-in dashboard.

Custom report builder

Create your own reports on any data in the platform, and schedule them to run automatically.



HIRING

Attract diverse talent, and make better hires

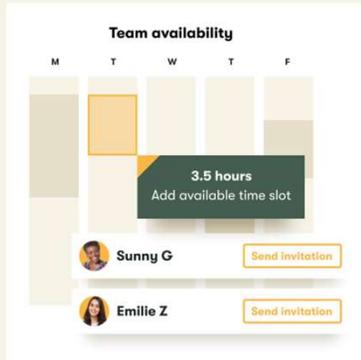


- ✓ Anonymise applications and assess applicants based exclusively on their experience and skills.
- ✓ Leverage scorecards to ensure you assess candidates on what matters most.
- ✓ Identify opportunities for improvement with equality monitoring and equality performance reporting.



HIRING

Schedule interviews without the back and forth



Pinpoint © 2022

- ✓ Easily find a time that works for everyone. Send candidates a real-time view of available interview slots and let them book online.
- ✓ Confirmed interviews are automatically added to your interviewers' calendars along with a link to the candidate's profile, interview questions, and scorecards.
- ✓ Integrate with video conference platforms like Teams, Google and Zoom, as well as one-way video interviewing tools like myInterview.



HIRING

Approve and extend offers without leaving Pinpoint



Pinpoint © 2022

- ✓ Reduce roadblocks by creating digital job offers and sending them directly to candidates. Manage each step of the process in one central location.
- ✓ Create custom offer letter templates for each division, location, department, or job.
- ✓ Built in e-signatures enable candidates to sign offers without the cost of a separate e-signature tool.
- ✓ Automate the internal offer approval process.



CORE FEATURES

Onboard

Engage your new hires from the moment they say 'yes'.

Employee onboarding

Spend less time chasing paperwork and set your new hires up for success.

Onboarding Portals & Workflows

Create fully bespoke workflows & portals to gather the information you need for the role as well as educating your new hires

Integrations

Push your new employee's data into your favourite talent management systems.

Fully Integrated Signing Solutions

Either use your own DocuSign account or use our e-signing capabilities to get additional documents signed



ONBOARDING

Personalised onboarding, less time on admin



Pinpoint © 2022

- ✓ Flexible, automated workflows capture information from candidates.
- ✓ Share documents and receive responses through customisable online forms.
- ✓ Build personalised onboarding portals that ensure your new hires have all the information they need.
- ✓ Track the progress of every new hire in one central location.

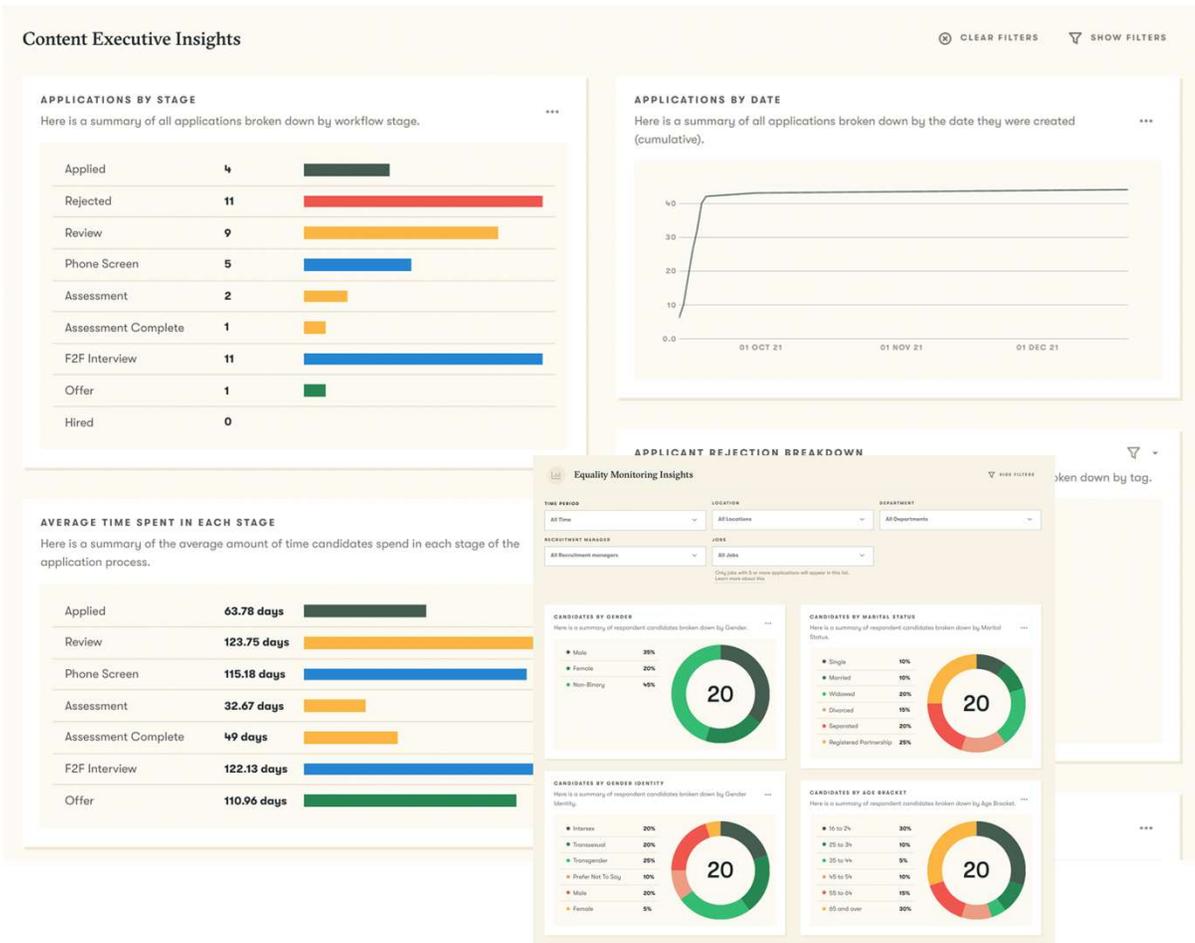


REPORTING

Understand Hiring Decisions and Performance

Insights reports help you get quick, answers to questions like:

- Which channels deliver quality candidates for fleet roles that we go on to hire?
- Where are the bottlenecks that slow things down when hiring head office roles?
- What was our time to fill last month in the regional workshops?





Pinpoint & Cintra Partnership



INTEGRATIONS

Making Life Less Complicated

cintraTM

Pinpoint © 2022

- ✓ As an ATS we are typically in the centre of multiple systems that we need to push and pull data from. We have built an extensive Integration Marketplace to make our users' lives easier
- ✓ Cintra was an obvious choice for us based on the quality of their platform, UK based and size & breadth of mutual clients
- ✓ Our integrations work seamlessly within Pinpoint meaning you never need to leave the platform whether you want to send an assessment, run a background check or push a new hire to your Payroll/HRIS system
- ✓ All you need is your Cintra API key and you have the ability to push new hires directly to Cintra saving time and duplication



SETUP

Setup

To set up the integration you just need to choose Cintra from our integration marketplace and add you API key

Integrations DWE DE

Integrations

[← BACK TO MY APPS](#)

 **Cintra** ENABLED

INTEGRATION ID

SHOW/HIDE EMPLOYMENT ID?

SHOW

This controls whether the employment ID field is shown when submitting an applicant.

SAVE



SETUP

Push Candidates

Cintra integrates natively within Pinpoint to allow users to seamlessly push candidates in to Cintra without leaving Pinpoint

The screenshot displays the 'Operations' interface for a candidate named Dave Edwards. The top navigation bar includes 'Candidates', 'Edit', 'Scorecards', 'Interviews', 'Adverts', 'Insights', 'Share', and 'Team'. The candidate's profile shows a 'Hired' status, a 5-star rating, and '0 TAGS'. A dropdown menu is open, showing options: 'Invite to Talent Pipeline', 'Copy to Job', 'Send SMS to Candidate', 'Send to Cintra', 'Send to Onboarding', 'Send Equality Monitoring Survey', 'Request Additional Information', and 'Delete Candidate'. The main content area shows a message from Pinpoint: 'We'd like your feedback', 'Hi Dave,', 'Thanks for your interest and taking the time to apply for a job with us, we really appreciate it. We're always looking for ways to improve our hiring process, and would love to get your feedback on how we did. Just click below to submit your rating and add any optional comments.', 'Fill out survey', and a link: <https://dwe.pinpointhq.com/surveys/y7Jb2e2EBNNeVHsnJbdWsqLA>. The message is dated 'Pinpoint 12:00pm on Tuesday' and has an 'Opened' status.



SETUP

See it for Yourself!

Pinpoint auto populates all known information about a new hire to save manual data entry.

We will also pull in the list of employers (if you have multiple) and provide the ability to add documents that you also want to send

Data pushed direct to Cintra in seconds

The screenshot shows a user interface for a job candidate profile. At the top, it says 'Test Job 2' and 'CLOSED'. Below that, there's a navigation bar with options like 'Candidates', 'Edit', 'Scorecards', 'Interviews', 'Adverts', and 'Insights'. The candidate's name is 'Dave Edwards' with a profile picture and 'He/Him/His' pronouns. There are icons for 'Hired', a star rating, '3 TAGS', 'EMAIL', 'INTERVIEW', and a 'Team' button. A sidebar on the left lists various sections: Application, Resume, Scorecards, Comments, Interviews, Messages, Documents, Background Checks, Other Applications, and History. The main content area is titled 'Application' and contains a 'PINPOINT SUMMARY' box with a short bio. Below that is an 'APPLICATION DETAILS' table with fields for First name, Last name, Email address, Phone, Address, Language, and LinkedIn. At the bottom is an 'APPLICATION SOURCE' table with fields for Submitted at, Submitted by, Channel, Channel Detail, and Referrer Details.

APPLICATION DETAILS	
First name	Dave
Last name	Edwards
Email address	dave@cwedigital.com
Phone	+4407788275564
Address	House 1, Road two, Big Town, UK, JE2 3TY
Language	English
LinkedIn	No value set

APPLICATION SOURCE	
Submitted at	11:20 on Wednesday 29th December 2021
Submitted by	Manually added by Dave Edwards
Channel	Manual
Channel Detail	Created from Talent Pipeline
Referrer Details	No referrer

Thank you