
CRI Introduces PeopleCapital ATS with Recruiter's Point of View

Global RPO acquires tracking system to maximize functionality and ease of use

LOS ANGELES, CA / August 1 2007 -- CRI, a global Recruitment Process Outsourcing (RPO) firm, introduces [PeopleCapital](http://www.peoplecapital.com) (www.peoplecapital.com), a proprietary applicant tracking system with Intelligent Search Technology. The product line is available either as a standalone application or as a compliment to CRI's full-service recruiting solutions.

PeopleCapital has industry-leading technology at its core, including Engenium™ Semetric search engine. The engine allows PeopleCapital to search using concepts and related terms without relying on traditional syntax and keyword limitations. It is essentially a "brain" that learns the relationship between words to produce more accurate and relevant searches.

PeopleCapital also provides E-mail Transaction Technology™ (ETT) for hiring managers. ETT enables hiring managers and key decision makers to view candidates via e-mail and provide written candidate feedback directly into the candidate's database record without logging in to the system.

CRI sought a product that was intuitive to recruiters that was capable of managing the complex recruiting process inherent in the RPO environment. What CRI determined was that the market was cluttered with applications seemingly designed "for developers, but with no real function in a recruiting environment." CRI's CEO, Ladd Richland, opted for a product that was designed with recruiters in mind and based on a set of specific needs.

"Having used several of the larger applicant tracking systems out there, it's remarkable how intuitive and user-friendly PeopleCapital is." remarked Cherice Schmidt, Head of Corporate Recruiting for CRI.

PeopleCapital's core technology is the Talent Hunter™ module with features that include:

- Outlook Integration for Interview Scheduling
- [Intelligent Search](#) (Conceptual searching with Engenium™)
- Incoming candidate resumes are automatically matched with most relevant open positions and ranked accordingly
- E-mail Transaction Technology (ETT)
- Duplicate Management
- Security Management: Security Groups, Manager View, field-level security
- List and Search Management: auto-saving and explicit saving of lists and searches
- Offer Process and Offer Letters

In addition to the suite of recruiter-centric features, PeopleCapital has the ability to act as a career portal with its Talent Experience™ functionality. The Talent Experience Career Portal is a world-class corporate career site that seamlessly integrates with a company's current online corporate presence. Users are able to upload and submit native documents, reverse intelligent search, match resume skills with job descriptions and capture EEO data

“With so many companies currently experiencing low ATS usage rates after significant investment, the concept of a recruiter-centric design translates into substantial ROI. Usage rates increase substantially as a result of the customized functioning inherent in the technology.” explained Richland.

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