



Components Covered

- 1 General Benefits of Employee Referrals and ER Platforms
- 2 List of Prominent Employee Referral Platforms
- 3 Essential and Standard Platform Features Analysis
- 4 New and Emerging Features Listing
- 5 Top 6 Platforms Comparison
- 6 Detailed Features of the top 6 ER Platforms

Benefits of Investing Into Referred Candidates: Employees hired through personal referrals have higher productivity, lower turnover, and lower screening costs which pushes companies to invest in employee referral processes



88%

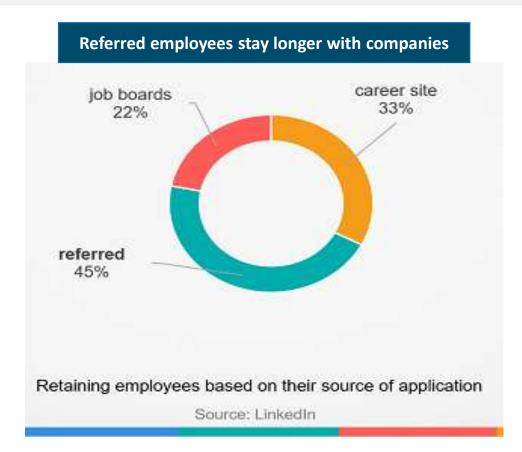
Employers say employee referrals are the #1 source of 'above average candidates'

40%

More likely to be hired as compared to candidates coming from outside

83%

Employers say that Employer brand plays a significant role in their ability to hire talent







Major Benefit of ER Platforms

Description



Faster Employee Referrals

When a tool is in place, employees can easily see open jobs, discover a good fit from their connections, upload a resume. Timely awareness and less participation time improves their participation.



Easy Tracking of Employee Referrals

Be it for the recruiter or the employee, they can easily track the status of the candidate from the tool. An employee can see where the candidate stands, and the recruiter can analyze the profiles they receive and match them easily to the right jobs.



Cost Efficient

When you consider the costs of hiring through an employee recruitment agency, referral programs are clear winners by having an efficient and automated system to manage employee referral programs.



Archive Good Talent for Later

Even if the referred candidate is not a right fit now, employee referral tools store the candidate information safely and a recruiter can easily access it and map to a job when required.



Brings Transparency to the ER Program

A tool or software brings transparency to the process. No more putting in an extra word or giving partial benefits. Whichever candidate fits, he or she gets the job and the employee gets the reward.

Copyright © 2022 DRAUP. All Rights Reserve

List of Prominent Employee Referral Platforms (1/2): NaukriRMS, Teamable, RolePoint, Firstbird, Employee Referrals, Freshteam and Erin are the prominent ER platforms in the market currently





Naukri RMS Referral is a simple and easy to use, **end to end employee referral management tool**, in the cloud. It enables **360° automation of the referral program for all stakeholders**, i.e., recruiters, employees and decision makers, through a simple, easy to use, integrated process.



The Teamable platform transforms employees' social networks into dynamic talent pools that drive high employee engagement and make referring relevant candidates easy. Its **intuitive workflows and powerful search functionality** make it possible for recruiters to source passive candidates.



Talent acquisition teams around the world are using RolePoint's complete referral solution to drive employee engagement and attract the highest quality talent. It helps organizations **streamline their employee referral program and harness their social capital** – bringing talent acquisition in line with today's social and connected world.



Firstbird is Europe's leading digital employee referral platform. The company was founded in 2013 with the vision of **bringing together the right people and the right jobs in the most efficient way possible: via personal referrals**. Its features include a multi-reward approach in order to motivate your employees with small and big rewards and the possibility to keep all employees in the loop with automated notifications.



EmployeeReferrals.com has built a **powerful engagement engine to reach every employee with the right message** and incentive focusing on engaging company's entire workforce in employee referral program; the tool makes it easy to run raffles, games, recognition, and more.



Freshteam is an Employee Referral Software **offered by freshworks which lets employees refer candidates in one click**, once resume uploaded, automatically extracts and fills in all the information and add the candidate to the recruitment pipeline.



The ERIN platform makes employee referrals easier for employees as its **web and mobile app automatically alerts employees** about new positions, allow them to make referrals in less than 30-seconds, and give them the ability to track their bonuses every step of the way.

List of Prominent Employee Referral Platforms (2/2): Jobote, Employ Us, Boon, Real Links, Staffing Referrals, HireUp and Refari are other prominent ER platforms





Jobote is an online referral hiring tool designed to help companies use their employees' social networks to hire trusted talent. Built for Human Resource specialists, Jobote's **lightweight applicant tracking system** is simple and easy to use.

Employ Us

Its employee referral software **helps companies increase referrals by 50% - 200%** making employee referrals their #1 source of hire. Since being founded in 2015, EmployUs has raised over \$1.5M in venture capital and grown to serve over 100 companies across more than 15 countries.



Boon uses **semantic matching algorithms to identify those candidates who fit best in employees' collective network.** The software then automatically engages the right employee to refer. The platforms data and analytics suite provides company with valuable insights that enables it to manage and continuously optimize your referral recruiting

real links

Real Links is the leading employee referrals by supporting Talent Acquisition, HR and Recruitment professionals to **modernize and automate employee referrals** by making the process fun, habit forming (so employee participation grows and grows)



Its software enables company to source passive talent, improve the candidate experience, and increase recruiter productivity without interrupting its workflow. **Staffing Referrals integrates seamlessly with industry-leading ATSs,** including Bullhorn and AviontéBOLD



HireUp streamlines company's employee referral program, allowing them to share jobs wherever, whenever and however they like. Its key features include the possibility to create fun competitions to further incentivize employees and the possibility to integrate their referral program software with company's in-house solutions



Its **candidate referral technology helps company leverage candidates, network, alumni or employees** for greater recruitment success. Its unique social referral process combined with referral transparency drives referrer advocacy, turning your network into a promotion powerhouse that drives awareness of your roles for you.

Common and Standard Platform Features Analysis (1/2): Employee dashboard, Auto-suggest jobs, ATS integration, Email triggers and Duplicity check are some of the important features offered by most of the analysed ER Platforms



Platform Features

Description

Offering Platforms

Employee Dashboard

- Employees can know the status of their referrals from ER Platform's dashboard in one glance
- Stage, Recruiter, Job Status, and last updated date everything one needs to know is right there making it employee friendly



Auto-Suggest Jobs for Referral Profiles

- It enables candidates to automatically match their uploaded resumes with open positions at the company
- Platform also alerts the candidate when they match open positions so they can request a referral, and will also alert the employee when a match is made



ATS Integration

- Most of the platforms offer fully automated admin experience. Companies don't need to change how they were working before
- They offer 10s of common ATS integrations along with custom ATS integrations to let





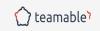
- applicant tracking system update your referrals automatically
- firstbird () teamable



E-mail Updates

- Engages workforce with custom emails highlighting new positions, open campaigns, and more and get week to week comparisons of open and click rates
- Sending a new email each time keeps all stakeholders updated with campaigns, new positions etc.













Duplicity Check

- It's common for the same person to apply to company's openings multiple times and hence to make candidate lists to be clean and streamlined,
- These platforms make it easy to identify duplicate candidate profiles and removes them from the pipeline









Common and Standard Platform Features Analysis (2/2): ER Campaigns, Customized Solutions, Referral Analytics, Mobile App and Multi language support are some of the other common features



Platform Features

Description

Offering Platforms

ER campaigns

- ER Campaigns promote participation of employees, candidates and 3rd parties in employee referral cycle
- Several freely downloadable flyer templates are available in these platforms along with Drag-and-drop email editor to launch a successful campaign















Customized Solutions

- A bouquet of customized recruitment solutions addresses the needs of different market segments and customers
- Customized solutions include customized dashboards, customizable analytics, customized easy-to-remember URL, platform's interface according to brand













Analytics and Data Visulization

• These platforms give stats on the number of applications vs. the number of hires, and which channels are the most efficient

 Giving a clear and detailed view of where hires are coming from and a customizable analytics ensuring HR Teams always able to present its ROI













Mobile App

• The best employee referral software tools have associated mobile apps that allow employees to refer friends, check the status of referrals, and redeem rewards

• As more people work remotely, referral activity must go beyond desktop-centric recruiting software and applicant tracking systems













Multiple Language Support

- Enables local branding and support for multiple languages in a single email campaign
- Helps in internationalization and attract reaching to remote locations and diverse talent



Role**Point**









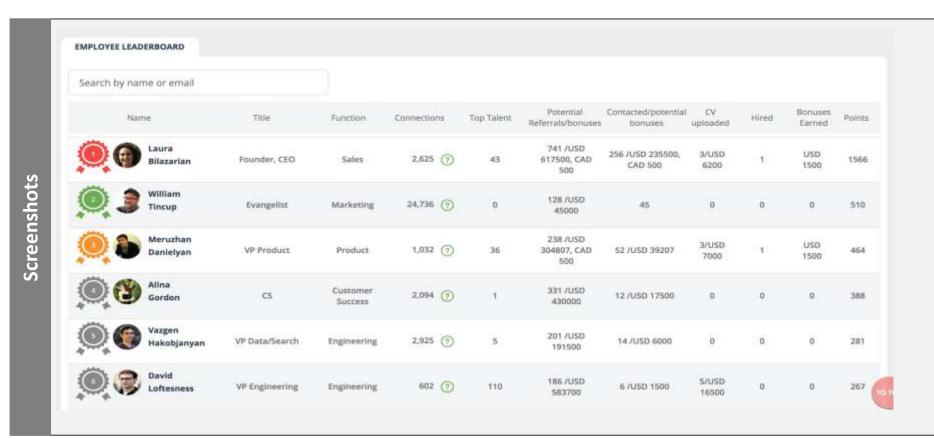
New and Emerging Features - Gamified Platforms (1/4): These niche features are making employee referral process more engaging for employees and candidates aiding in better success of ER activities

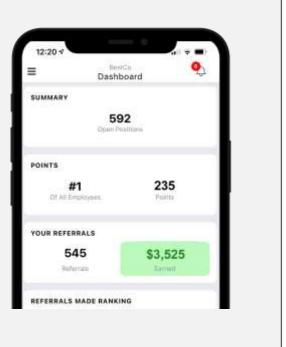


Gamified Platforms

- **Employees can earn points** for actions such as logging in, sending referrals, sharing on social media.
- Points can be exchanged for nonmonetary rewards, used to boost interest in ongoing recruitment campaigns







Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies. Offering Platforms are not exhaustive.

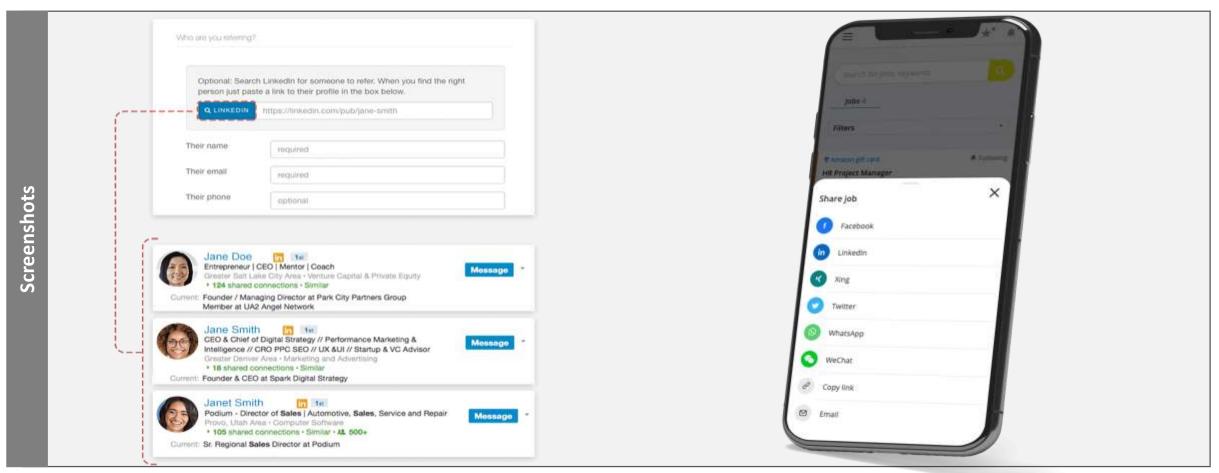
New and Emerging Features - Social Media Integration (2/4): These niche features are making employee referral process more engaging for employees and candidates aiding in better success of ER activities



Social Media Integration

- As brand ambassadors, employees can share jobs and your employer brand on social networks such as LinkedIn, Facebook, as well as messaging platforms such as WhatsApp, Signal and WeChat
- Auto Suggesting of people in social network for a matched job opening in the company





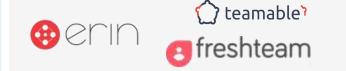
Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies. Offering Platforms are not exhaustive.

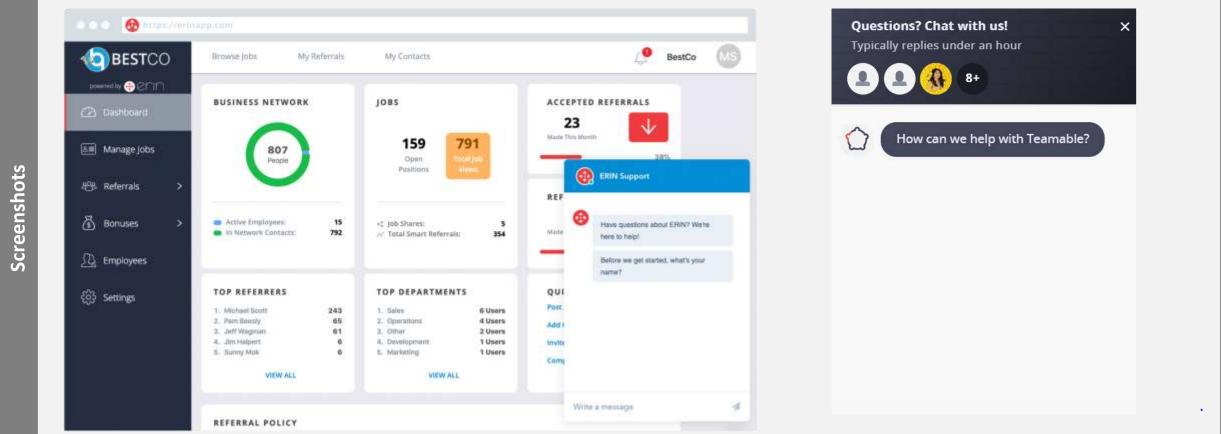
New and Emerging Features - Live Chat Support (3/4): These niche features are making employee referral process more engaging for employees and candidates aiding in better success of ER activities



Live Chat Support

- Admins, Employees, and Candidates have access to platform's live chat support from company's best-in-class support team.
- It helps in success of employee participation by engaging platform's customer success team in case of any query





Copyright © 2022 DRAUP. All Rights R

New and Emerging Features - Company Branded Referral Site (4/4): These niche features are making employee referral process more engaging for employees and candidates aiding in better success of ER activities

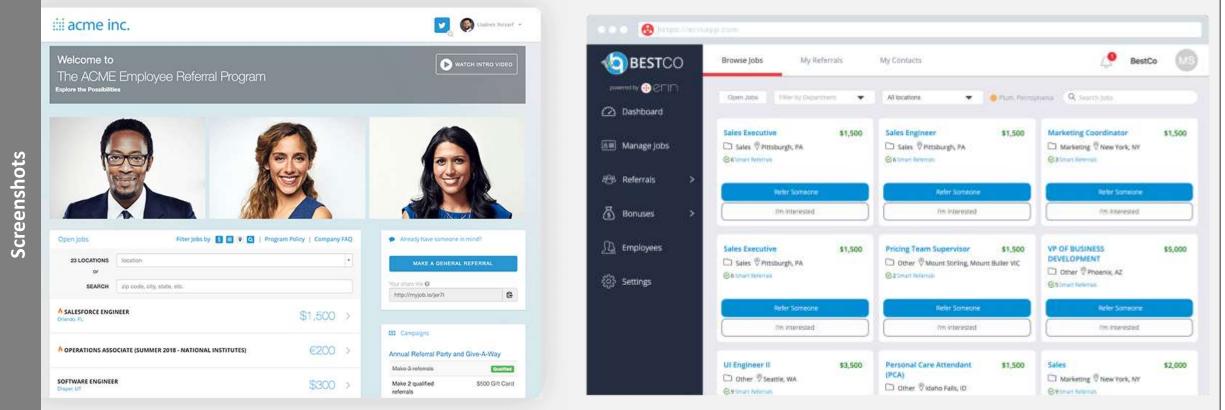


Company Branded
Referral Site

- Employees and candidates feel right at home on your branded referral portal. Trust and corporate image are maintained throughout the entire experience
- Company's logo, colors, multi brand support, videos, photos, and dozens of additional customizations are provided by some of the platforms







Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies. Offering Platforms are not exhaustive.

Top 6 Platforms – Features' Comparison Analysis: NaukriRMS, Teamable, RolePoint, Firstbird, Employee Referrals and Freshteam are identified as top platforms considering their comprehensive offerings, clientele and other required features



	Standard Use Cases										
TOP Platforms	Employee Dashboard	Auto-Suggest Jobs	ATS Integration	E-mail Updates	Duplicity Check	ER Campaigns	Customised Solutions	Analytics and Data Visulization	Mobile App	Multiple Language Support	Major Clients
REFERRAL REFERRAL	~	~	~	~	~	~	~	~	~	~	Symantec Spectrum Experis Marabana 200.9
teamable?	~	~	~	~	×	~	~	~	×	×	Spotify Lyn Factual. Canvay
RolePoint	~	×	~	~	×	~	~	~	~	~	Exelon. Otenable amplifon UNIVERSAL WALLE EDGE
 firstbird	~	~	~	~	~	~	~	~	~	~	Capgemini Deloitte Volkswagen
employee referrals .com	~	~	~	~	~	~	~	~	~	~	Chega Lumeris > TREND asurion >
5 freshteam	✓	~	~	~	~	~	~	~	~	~	gogoprint Monroe & Kent Home WHERE HOME HAPPENS yonder

Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies. Clients mentioned are not exhaustive.

Top 6 ER Platforms - Detailed Features (1/3): Common and special features offered by these top platforms are mentioned to analyse their comprehensive offerings





- End to end employee referral management tool, in the cloud
- 360° automation of the referral program for all stakeholders, i.e., recruiters, employees and decision makers, through a simple, easy to use, integrated process
- Autopush jobs from Naukri to your referral site and maintain single interface for posting jobs
- Create customized company branded referral communication and autopush real time updates to employees
- Manage all referral applications at one place, filter and mark status
- Real time tracking of the status of referred CVs
- Advanced gamification and creation of leader boards
- Get reports based on employees, departments, payout status and many more to gauge program effectiveness
- Strong customer Support employees' Onboarding on the software, creating engaging referral campaigns, sharing best practices
- Cloud offers automatic software updates, data and information security, always accessible anytime, anywhere, any device
- Pricing available on request



- Powerful Reporting and Analytics
- Increase the number of **diverse hires** with Teamable's referral platform
- Dedicated Customer Success team
- Smooth integration with company's Applicant Tracking System to help manage and track candidate pipeline
- **Data mining technology** to identify matches
- As employees opt-in to Teamable, the solution explores their social media networks, searching for potential candidates that align with key considerations, such as work, skills, culture and diversity
- Blend Al-driven sourcing with human interaction, using existing employees who know the company and its culture, to enhance recruiting efforts and outcomes
- **Provide chat support** feature for any kind of queries or guidance
- Pricing available on request

Top 6 ER Platforms - Detailed Features (2/3): Common and special features offered by these top platforms are mentioned to analyse their comprehensive offerings





- RolePoint is merged with Jobvite
- Jobvite's **Publisher Tool** helps employees in company branding on portals such as **LinkedIn** increasing our employee referral count
- **Incentive management** tracks all of your referral bonuses, engagement campaigns, probation periods, currencies, and referral ownership
- Targeted campaigns let you tailor incentives, messaging, and audiences to support critical hiring
- Effortlessly share your open positions with employees via email and across popular social channels; your employee audience is automatically optimized for engagement
- **Referral analytics** give you visibility into the percent of hires from referrals and benchmark against other employers
- An SSO-enabled referral portal makes it easy for employees to reach out to their professional networks via the social platforms they use every day
- Allow employees to engage with an Al-powered textbot to make referrals while they're on the go
- RolePoint's solutions are purchased as annual subscriptions with prices varying depending on company size.



- 1000+ companies worldwide make employee referrals simple with Firstbird
- 40+ ATS integrations
- Real-time feedback for your employees
- The Firstbird interface can be customized according to your employer brand
- Share jobs on social networks with just one click
- Increase engagement through gamification & communication
- Multi-reward approach in order to motivate your employees with small and big rewards
- The Firstbird app makes sharing a job on the go simple. For some of its customers, **75** % of employees use the Firstbird app
- Interactive Reports and Analytical Insights
- Offers integration for ATS, Employee engagement, messaging, single signon, video recruitment
- Seamless and secure: Firstbird will fit straight into your tech stack
- Firstbird meets all your IT security and Data Privacy as well as work council requirements while maintaining high international competitiveness
- Enable local branding & local regulations
- Pricing available on request

Top 6 ER Platforms - Detailed Features (3/3): Common and special features offered by these top platforms are mentioned to analyse their comprehensive offerings





- Employees can opt-in to automatically share jobs on Facebook, LinkedIn, and Twitter on the schedule they choose
- Facilitates Company's branding on portal by providing company logo, videos, colors, photos to maintain corporate image
- An easy-to-remember URL which helps boost traffic to your portal and is essential for mobile referrals
- **Job recommendation engine** matches employee and candidates with jobs based on: Geo-located address, Title, Address, Job Address, Skill description
- **LinkedIn's advanced search tool** identifies which connections may be a good fit. The app can help pre-fill LinkedIn search parameters with a given job's location, title and keywords
- Engage your employees with prizes, raffles, games and more
- Training videos teach employees how to refer friends, setup auto share, search LinkedIn for people to refer, and more
- Candidate Intro video- Tell your candidates what it is like to work at your company with an introductory video on your candidate portal
- Data broken down by Regions, Departments, Divisions, Sectors, Industries,
 Districts, and more
- Pricing available on request



- One-click Referrals click on "Refer a Candidate" and upload their resume,
 Freshteam will automatically extract and fill in all the information and add the candidate to the recruitment pipeline
- Meticulous tracking of referral status
- Freshteam suggests profiles that are suitable for a job posting from the talent pool intelligently when it finds a match
- Minimalistic UI and great product design
- **Support Superheroes** answer your questions to provide you with the best experience in software
- **21-day free trial** with no credit card requirement where you can use the software in any plan you want
- Provide complete security to all data and comply with all the security requirements for all global zones
- Monthly and Annual subscription plans depending upon the size of companies and features required



Pricing Insights



Platform	Flat Rate	Cost Per Employee	Free Trial	Packages Available
REFERRAL REFERRAL	NA	NA	NA	NA
teamable?	NA	NA	Yes	NA
RolePoint	NA	NA	No	NA
€ firstbird	NA	\$99/month	Yes	Free + Custom Package
employee referrals	\$6,000/year	NA	No	Free + Custom Package
freshteam 1	\$56 - \$196/month	\$0.9 - \$4.4/month	Yes	Free +3 packages
@enn	\$500 - \$1000+/month	NA	No	Free+3 packages

Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies.

- 1. "NA" indicates lack of publicly available information from company website and other secondary sources
- 2. Cost ranges indicate pricing variations depending on the feature requirements and company size (number of employees)



Platform	Flat Rate	Cost Per Employee	Free Trial	Packages Available
jobote	\$1,500 - \$3,700+/year	NA	Yes	NA
Employ Us	\$499/month	NA	Yes	NA
poon	NA	NA	Yes	NA
real links	NA	NA	Yes	Free + 2 packages
Staffing Referrals	\$800 - \$1,000+/month	NA	NA	3 packages
HireUp	No	No	Yes	Custom package
Refari	NA	NA	NA	NA

Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies.

^{1. &}quot;NA" indicates lack of publicly available information from company website and other secondary sources

^{2.} Cost ranges indicate pricing variations depending on the feature requirements and company size (number of employees)



g freshteam

	Plan - Free	Plan – Growth¹	Plan – Pro¹	Plan - Enterprise
	Cost – \$0	Cost – \$56/month	Cost – \$115/month	Cost – \$196/month
	Up to 50 employees	\$ 0.90/employee/month	\$ 2.20/employee/month	\$ 4.40/employee/month
Packages	Basic Career Site Email Integration Kanban Boards for applicant tracking Team collaboration Candidate Application via Email Employee Referral Employee Directory	Everything in Free, and Up to 20 published job postings Customizable Career Site Customizable applicant form Custom Interview Scorecards and Kits Custom Hiring Pipelines Vendor Management Autopilot (Recruiting Automations) Interview Scheduling with Google & Outlook Calendar	Everything in Growth, and Up to 100 published jobs Advanced Career Site Customizations Social Recruiting Talent Pool Management Job Requisition Management Offer Management Additional user roles with custom restrictions Multiple recruiters for a single job posting	Everything in Pro, and Custom User Roles Unlimited Onboarding and Offboarding checklists Access Restrictions based on IP Address Custom URL & SSL Certificate One click data export Dedicated Account Manager

Note:. We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies.

- 1. The features list is not exhaustive. Refer to "https://www.freshworks.com/hrms/pricing/" for additional information
- 2. All the information provided including the cost are for FreshTeam and not the specific Employee Referral product
- 3. The cost data is for annual payment cycle

Detailed Pricing (2/4): Erin offers 4 packages to choose from based on the employee size of the companies and the individual feature requirements starting at a free membership





	ERIN Free	GROWTH	SCALE	ENTERPRISE	
	FREE Forever	\$500/month	\$875/month	Custom	
ages	Admin Account Only	Up to 500 Employees	501 – 1,000 Employees	1,001+ Employees	
Packages	Manage Referrals	Unlimited Free Hires	Unlimited Free Hires	Unlimited Free Hires	
	Waiting Periods	Smart Referrals	Smart Referrals	Smart Referrals	
	Tiered Bonuses	Email Support	Priority Support	Priority Support	
	Bonus Due Email Alerts	Admin Training	Company Training	White Glove Rollout	
	Bonus Management	Referral Network	Referral Network	Referral Network	

2022 DRAIID All Rights Rese



real links

	Free Referral Jam	Referral Jam Campaigns	Internal Mobility Platform
	Try Before You Buy	Quarterly or Annually	Per Employee/Month
Packages	 Rapid, repeatable hiring solution Gamified and fun experience Referral matches and easy sharing Scheduled job and content sharing Auto-matching technology Customisable gamification Auto-updates on Referrals Content sharing tool for advocacy Automated platform comms 	 Rapid, repeatable hiring solution Gamified and fun experience Referral matches and easy sharing Scheduled job and content sharing Auto-matching technology Customisable gamification Auto-updates on Referrals Content sharing tool for advocacy Automated platform comms 	 Identifies employee skills & development skills Unique auto-matching technology Job matches area Project matches area Mentor matches area Internal talent pools for HR teams Detailed analytics dashboards Automated platform comms Integrations with Slack, Teams and WhatsApp for comms

Copyright © 2022 DRAUP. All Rights Rese

Detailed Pricing (4/4): Staffing Referrals offers 3 packages to choose from based on the employee size of the companies and the individual feature requirements starting at \$800 per month





	Starter	Pro (Starter + Additional Features)	Enterprise (Pro + Additional Features)
	Starts at \$800/month	Starts at \$1,000/month	Per Seat, Per Month
	Google & Outlook calendar integration	Broadcast Jobs	TextUs account & integration
	Interview scheduling	Open API access	Great Recruiters integration
	Digital recruiter business cards	Instant lead notifications	ATS integrations
Packages	Automated referral management (ARM)	Recruiter automation	Marketing and program consulting
Pack	Unlimited brand ambassadors	TextUs account & integration	Recorded training
	Unlimited referral applicants	Recorded training	Live training at launch
	• 5+ website assets	Live training at launch	Ongoing training as needed
	Recruiter Business Card	Ongoing training as needed	Email support
	Automated Calendar Tool	Email support	Phone support
	Broadcast Jobs + more	Phone support	Monthly consulting calls

Note: We have sourced the data from Draup's ML model that tracks 2M+ industry reports, news articles, publications and digital intentions of companies. Offering Platforms are not exhaustive.

