

5 Steps to a Cutting Edge Employee Referral Program

ERE Recruiting Conference

Robert Lopez – Head of Global Talent Acquisition

@RLoRecruiter



Vistaprint at a Glance

We empower millions of small businesses worldwide to market themselves professionally.

- Global leader in our space
 - Based in Boston, sitting at the intersection of digital marketing, software technology, and customer service.
 - Offices in 15 countries within North America, South America, Europe, APAC
 - Products shipping to over 130 countries
- We are growing rapidly
 - 1 to 5000 employees in 10 years
 - Annual revenues of \$1.2B



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Most Employee Referral Programs Work Something Like This...



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Most Employee Referral Programs Fail Because They “Set it and Forget it”



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Why Invest in Referrals?

We segment our time-to-fill...



Why Invest in Referrals?

... and it takes less time to identify and assess an Employee Referral



Why Invest in Referrals?

The quality of an Employee Referral far exceeds any other candidate



Why Invest in Referrals?

There are many, many reasons

**Top Talent
Knows
Top Talent**



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5 Steps to a Cutting Edge Employee Referral Program



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Consistent Logistics and Simple Tools

Create a sustainable, repeatable process to handle the volume

- Streamline and simplify your process.
- Set a standard of expectations and stick to it.
- Remove the barriers and make it easy to refer.



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Consistent Logistics and Simple Tools

Life in Vistaprint

Welcome to Vistaprint's Referral Center

We're more than just a global e-commerce company; we're dreamers. Our innovative work has transformed small business marketing and our approach continually redefines the way technology, manufacturing and marketing intersect. Every day, we empower millions of small business owners to turn their vision into reality. Help start someone's #lifeinvistaprint.



Q I'm looking for a job in **All Departments** Located in **All Locations**

Search Jobs Sort

Relevant Jobs ⓘ

Lead SAP Specialist, HRIS Human Resources	As an SAP HRIS Specialist on the HRIS program for Vistaprint you will be responsible for the design, build, deployment and support of SAP related	Added 10/14/2014
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Share these roles with your friends



Send your personal link to a connection

<http://rolp.co/oWvu5>

[Quick Referral Form](#)

New Jobs

- [Account Manager / Marketing Consultant](#)
- [Accounting Associate](#)
- [Analytics Manager](#)
- [Associate Production Artist](#)

Help is at hand

[View Quick Start Video](#)

Communicate



Drive referrals with compelling content and calls to action

- Cadenced, segmented, measurable emails that promote.



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Referral Program
Start Someone's #LifeinVistaprint

Win a trip to Hawaii

Who do you know?



Who should program here that doesn't?

Start Someone's #LifeinVistaprint

Introducing our new Employee Referral Program. We want to know who you know and match talent with opportunity. You have vast networks with Vistaprint potential so we've made connecting your people with our people even easier.

Click on the links, take a look around, and see what's changed. We're just getting started!

[MAKE A REFERRAL ▶](#)

[VIEW OPEN JOBS ▶](#)

Share our job openings!



See what's changed.



WANTED



Exceptionally talented employees Like you.

Help us find the next great talent for Vistaprint

WE REFERRED!



THE JOBS

- > Marketing
- > Capabilities
- > Finance

THE TOOLS



THE MORE



Referral Program
Start Someone's #LifeinVistaprint

Win a trip to Hawaii!

Lead Software Engineer



Internal Communications Manager

Digital Product Specialist

This Week's Top 3 Hot Jobs

These are three examples of the **hot jobs** we're recruiting for today. Click the links below to search your LinkedIn networks and find people who might be a good fit for these positions.

[LEAD SOFTWARE ENGINEER ▶](#)

[INTERNAL COMMUNICATIONS MANAGER ▶](#)

[DIGITAL PRODUCT SPECIALIST ▶](#)

Visit our **NEW** lifeinvistaprint.com site to read blog posts, watch videos, and see what life in Vistaprint looks like across the company.

Share our job openings!



How To Make a Referral:



Communicate



Drive referrals with compelling content and calls to action

- Cadenced, segmented, measurable emails to promote.
- Turn your senior leadership into “Referral Ambassadors”.
- Use video – it actually speaks.



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Never Stop Driving Engagement

If you build it, they will come

- Think of the referral program as an ongoing campaign... and send them to Hawaii.



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Never Stop Driving Engagement



Never Stop Driving Engagement

If you build it, they will come

- Think of the referral program is an ongoing campaign... and send them to Hawaii.
- Get in front of your employees and empower them.



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Never Stop Driving Engagement

 **Robert Lopez**
@RLoRecruiter

Talking #EmployeeReferrals with Vistaprint's Finance team today.
#dreamteam #LifeinVistaprint

← ↻ ★ || ...



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Never Stop Driving Engagement

If you build it, they will come

- Think of the referral program is an ongoing campaign... and send them to Hawaii.
- Get in front of your employees and empower them.
- Increase the bonus... but make it time bound to create urgency.



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Recognize and Say Thank You

It's not all about the Benjamins

- Pay out your bonus as soon as the referral starts.
- Reward in ways money can't buy.



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Recognize and Say Thank You



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Recognize and Say Thank You

It's not all about the Benjamins

- Pay out your bonus as soon as the referral starts.
- Reward in ways money can't buy.
- Get your hiring managers to say thank you!



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Employer Branding

The collective voice of your employees is more impactful than Talent Acquisition's

- Fuse your Referral and Branding efforts into one.
- Find advocates and amplify their voices.



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Step into our world and look around

Experience life in Vistaprint for yourself.

We're more than just a global e-commerce company; we're dreamers. Our innovative work has transformed small business marketing and our approach continually redefines the way technology, manufacturing and marketing intersect. Every day, we empower millions of small business owners to turn their vision into reality. Join our team of over 4,000 dreamers around the globe.

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TECH BLOG

LOCATIONS

Barcelona, Spain

We came to Barcelona in 2006 to get closer to our European customers. In less than five years, we've grown to become the European hub, supporting 18 markets with hundreds of employees.

VIEW OPPORTUNITIES

Employer Branding

The collective voice of your employees is more impactful than Talent Acquisition's

- Fuse your Referral and Branding efforts into one.
- Find advocates and amplify their voices.
- Be authentic.



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Employer Branding



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The 5 Steps to a Sustainable Employee Referral Program

Focus on...

- Logistics and Tools
- Engagement
- Communication
- Recognition
- Employer Branding



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