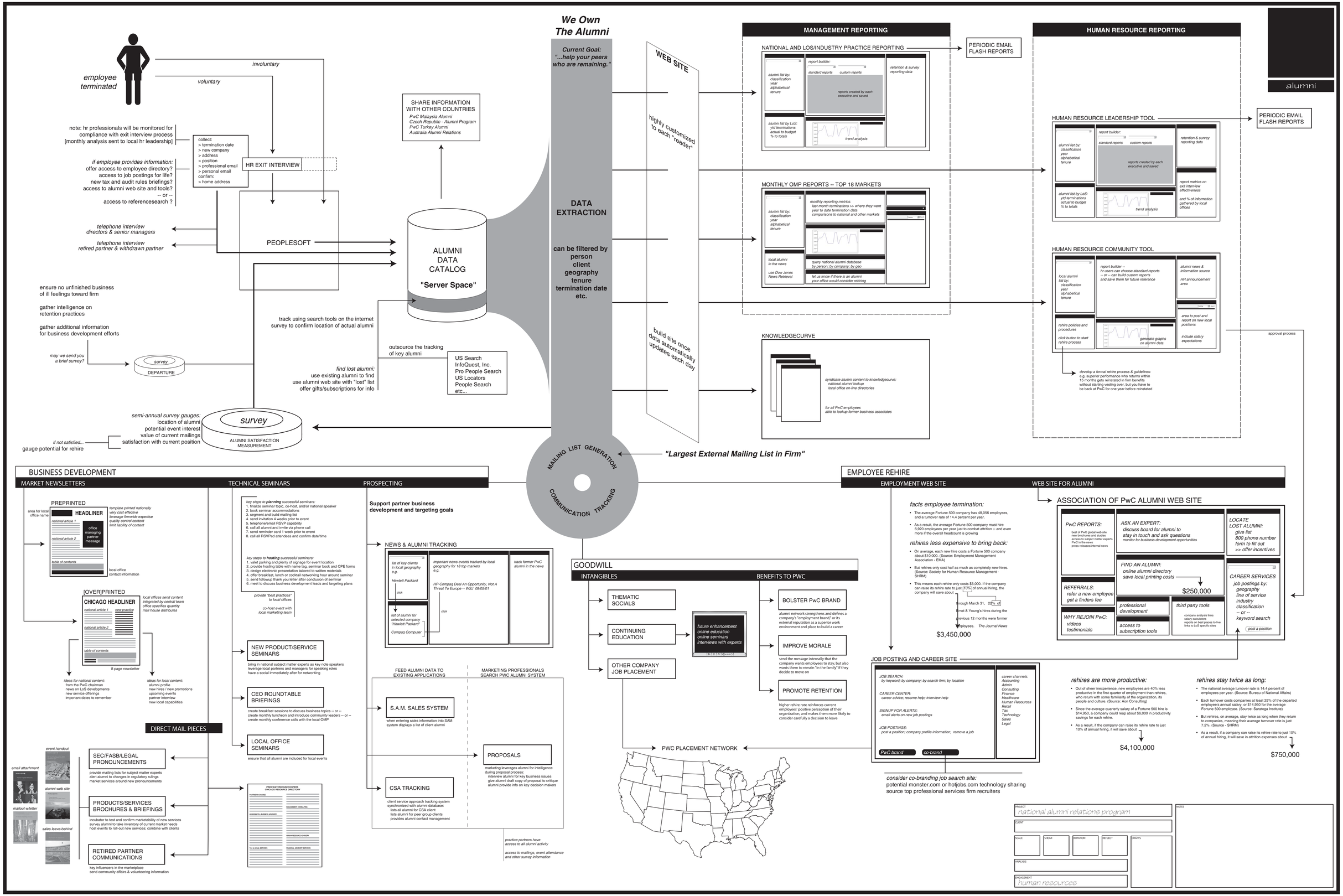
We Own
The Alumni
Current Goal:
"...help your peers who are remaining."
employee terminated
involuntary
voluntary
note: hr professionals will be monitored for compliance with exit interview process [monthly analysis sent to local hr leadership]
collect:
> termination date
> new company
> address
> position
> professional email
> personal email
confirm:
> home address
HR EXIT INTERVIEW
if employee provides information:
offer access to employee directory?
access to job postings for life?
new tax and audit rules briefings?
access to alumni web site and tools?
-- or --
access to referencesearch ?
telephone interview
directors & senior managers
telephone interview
retired partner & withdrawn partner
PEOPLESOFT
SHARE INFORMATION WITH OTHER COUNTRIES
PwC Malaysia Alumni
Czech Republic - Alumni Program
PwC Turkey Alumni
Australia Alumni Relations
ALUMNI DATA CATALOG
"Server Space"
DATA EXTRACTION
can be filtered by
person
client
geography
tenure
termination date
etc.
WEB SITE
highly customized to each "reader"
build site once data automatically updates each day
MANAGEMENT REPORTING
NATIONAL AND LOS/INDUSTRY PRACTICE REPORTING
PERIODIC EMAIL FLASH REPORTS
MONTHLY OMP REPORTS -- TOP 18 MARKETS
KNOWLEDGECURVE
HUMAN RESOURCE REPORTING
HUMAN RESOURCE LEADERSHIP TOOL
PERIODIC EMAIL FLASH REPORTS
HUMAN RESOURCE COMMUNITY TOOL
approval process
alumni
ensure no unfinished business of ill feelings toward firm
gather intelligence on retention practices
gather additional information for business development efforts
may we send you a brief survey?
survey
DEPARTURE
track using search tools on the internet
survey to confirm location of actual alumni
outsource the tracking of key alumni
find lost alumni:
use existing alumni to find
use alumni web site with "lost" list
offer gifts/subscriptions for info
US Search
InfoQuest, Inc.
Pro People Search
US Locators
People Search
etc...
semi-annual survey gauges:
location of alumni
potential event interest
value of current mailings
satisfaction with current position
if not satisfied...
gauge potential for rehire
survey
ALUMNI SATISFACTION MEASUREMENT
MAILING LIST GENERATION
COMMUNICATION TRACKING
"Largest External Mailing List in Firm"
BUSINESS DEVELOPMENT
MARKET NEWSLETTERS
PREPRINTED
HEADLINER
[OVER]PRINTED
CHICAGO HEADLINER
8 page newsletter
DIRECT MAIL PIECES
SEC/FASB/LEGAL PRONOUNCEMENTS
PRODUCTS/SERVICES BROCHURES & BRIEFINGS
RETIRED PARTNER COMMUNICATIONS
TECHNICAL SEMINARS
NEW PRODUCT/SERVICE SEMINARS
CEO ROUNDTABLE BRIEFINGS
LOCAL OFFICE SEMINARS
PROSPECTING
Support partner business development and targeting goals
NEWS & ALUMNI TRACKING
FEED ALUMNI DATA TO EXISTING APPLICATIONS
MARKETING PROFESSIONALS SEARCH PWC ALUMNI SYSTEM
S.A.M. SALES SYSTEM
PROPOSALS
CSA TRACKING
GOODWILL
INTANGIBLES
BENEFITS TO PWC
THEMATIC SOCIALS
CONTINUING EDUCATION
OTHER COMPANY JOB PLACEMENT
BOLSTER PwC BRAND
IMPROVE MORALE
PROMOTE RETENTION
PWC PLACEMENT NETWORK
EMPLOYEE REHIRE
EMPLOYMENT WEB SITE
WEB SITE FOR ALUMNI
facts employee termination:
rehires less expensive to bring back:
$3,450,000
ASSOCIATION OF PwC ALUMNI WEB SITE
PwC REPORTS:
ASK AN EXPERT:
discuss board for alumni to stay in touch and ask questions
LOCATE LOST ALUMNI:
give list
800 phone number
form to fill out
>> offer incentives
FIND AN ALUMNI:
online alumni directory
save local printing costs
$250,000
REFERRALS:
refer a new employee
get a finders fee
CAREER SERVICES
job postings by:
geography
line of service
industry
classification
-- or --
keyword search
post a position
WHY REJOIN PwC:
videos
testimonials
professional development
access to subscription tools
third party tools
JOB POSTING AND CAREER SITE
JOB SEARCH:
by keyword; by company; by search firm; by location
CAREER CENTER:
career advice; resume help; interview help
SIGNUP FOR ALERTS:
email alerts on new job postings
JOB POSTINGS:
post a position; company profile information; remove a job
PwC brand
co-brand
consider co-branding job search site:
potential monster.com or hotjobs.com technology sharing
source top professional services firm recruiters
rehires are more productive:
$4,100,000
rehires stay twice as long:
$750,000
PROJECT
national alumni relations program
CLIENT
SCALE
SHEAR
ROTATION
REFLECT
DRAFTS
ANALYSIS
ENGAGEMENT
human resources
NOTES