



TribeAgency Creates Website and Flash Demo for IntelligentHire



Market Outlook

In today's job market, companies have begun to seek only the best and brightest candidates to fill positions that open in their staff. In response to this need, industry leader CareerBuilder.com has created a whole new premium placement option for job staffers. This service is encompassed within their new division IntelligentHire.

Opportunity

CareerBuilder.com's IntelligentHire division provides organizations with a full-service solution to efficiently select the most qualified candidates for current job openings. Utilizing a team of staffing consultants and a sophisticated job-matching technology that narrows the ten best candidates for on open position, IntelligentHire pre-screens candidates and provides a full report to Human Resource personnel that includes resumes, evaluations and background checks. CareerBuilder.com approached TribeAgency to announce this new service offering because of TribeAgency's expertise in building custom solutions that address the unique needs of new companies.



The IntelligentHire project began with utilizing key architecture and planning documents found within the Define phase of TribeAgency's service marked 4D process. TribeAgency's strategic team worked in tandem with key contacts from CareerBuilder.com to map out the goals and directives for announcing IntelligentHire's services to an upper echelon clientele via a new website and Flash based interactive. The interactive was to fully demonstrate all the features of the custom candidate reporting kit provided to IntelligentHire clients.



INTELLIGENTHIRE.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solution

With architecture process documents such as stack charts, flow diagrams, wire frames and blueprints in hand, TribeAgency's creative team began the Design phase of their 4D process. The objective of visually communicating IntelligentHire's premium recruiting services was achieved by developing a user-friendly navigation scheme and compelling site design that supported and advanced the emerging IntelligentHire market image.

To help IntelligentHire build a strong brand identity with staffing professionals, TribeAgency's team of designers worked to create an engaging interface that was easy to navigate and maintained a consistent theme throughout both initiatives (Website and Flash Demo). Once the creative tone was fully realized, TribeAgency's designers went to work, applying the new look and feel throughout the numerous pages found within the site and throughout the various screens of the Flash Demo.

Moving onto the third phase of TribeAgency's 4D process, the Development phase was initiated. During this portion of the project TribeAgency's team of technology experts provided all code work for the new IntelligentHire website and utilized Flash's advanced programming language ActionScript to deliver the robust functionality required for the interactive demo.

Deployment, the final phase of TribeAgency's 4D process, began with the approval and handoff of materials for the implementation of the interactive Flash piece and launch of the new site. TribeAgency's developers and systems team provided fully consulting on how to best implement the newly developed site and online demo on CareerBuilder.com servers.

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Results

The new website affords IntelligentHire the ability to build and foster lasting relationships with staffing and human resource professionals on a 24/7 basis and acts as the cornerstone point-of-contact for the organization. The Flash Demo highlights all of the features found in IntelligentHire's custom candidate reporting kit and acts as a consistent virtual salesperson, giving the new division a distinct edge over their competition when approaching new and potential clients.



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