

# Gem CRM

Gem CRM is an all-in-one recruiting platform that enables data-driven, world-class recruiting teams to find, engage, and nurture top talent. From creating full-pipeline visibility to optimizing the recruiter and sourcer workflow, we ensure recruiting teams can manage candidate pipeline with predictability.

## Increased Efficiency

**Source 5x faster:** Source directly from LinkedIn, 1-click upload to ATS, or import a CSV of contacts from any source to start building and nurturing candidate relationships. **Our customers 5x their reachouts, 2x their conversions to phone screen, and 2x their response rates.**

**Integrations:** Spend less time navigating browser tabs and more time engaging with candidates. Gem CRM ties together all your critical recruiting systems like LinkedIn, your ATS, and email (Gmail or Outlook).



Now that we have top-of-funnel data—which we no longer have to spend hours collecting and manually recording—we have much better insights into which parts of the funnel to optimize. We can focus on what matters because Gem is in the background, contributing the numbers. Which for us means unlocking both time and insights.

**Mike Moriarty**

Director of all Technical Staffing



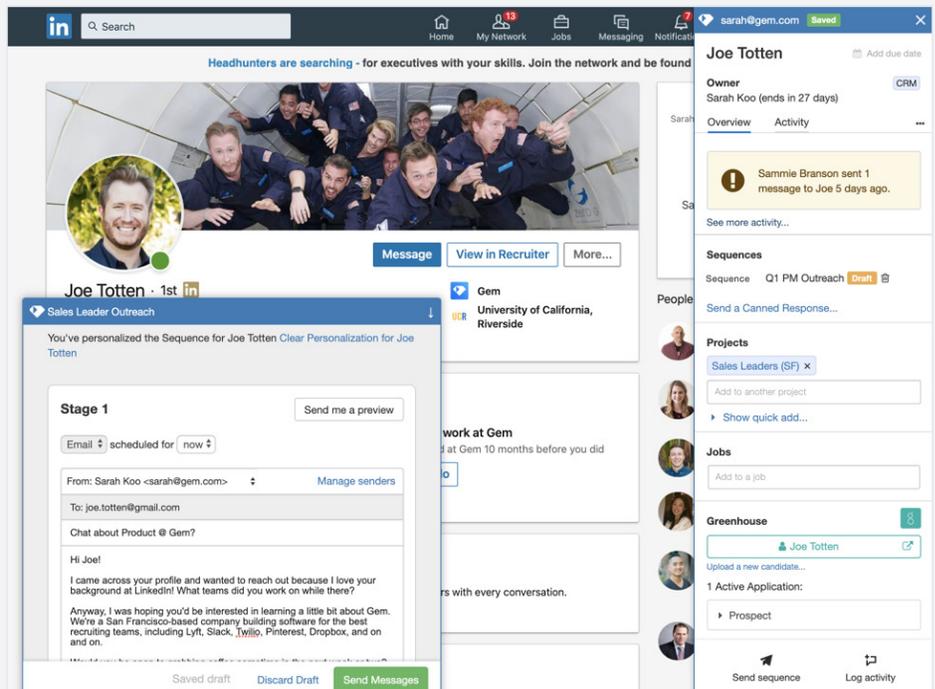
## Candidate Management

**Build Talent Pools:** Build lists of candidates to reach out to for open and future roles, find emails, and schedule automated emails with follow-ups.

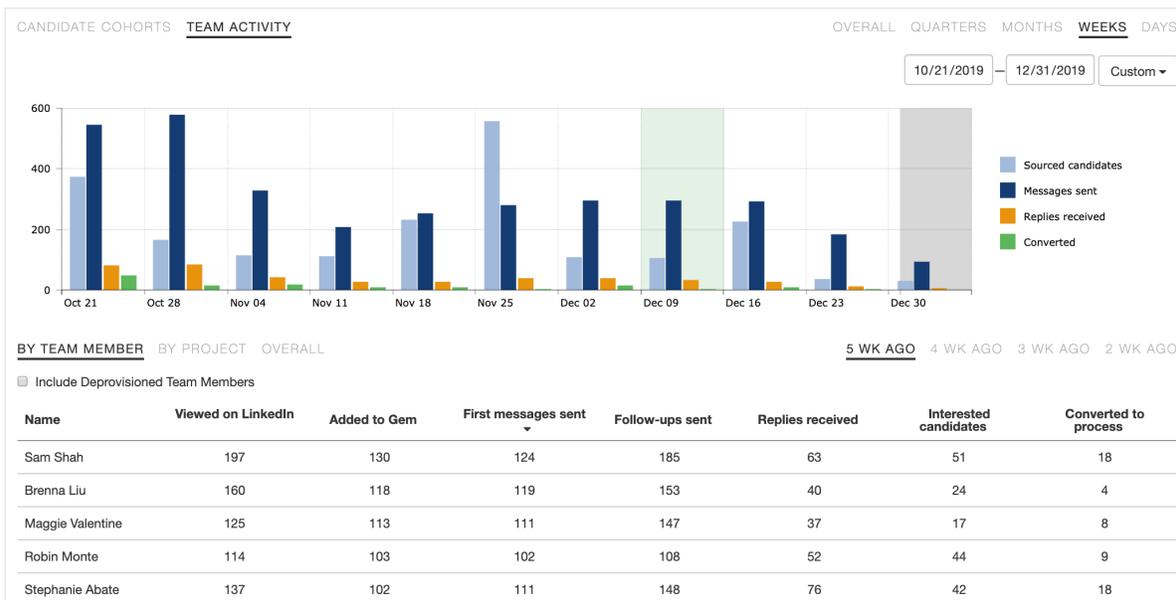
**Manage Active Candidates** with notes, due dates, custom fields, and stages.

**Collaboration:** Share talent pools, send-on-behalf-of (SOBO) hiring managers and leadership, gain visibility into every touchpoint to avoid duplicate outreach, and easily implement Rules of Engagement across your team.

**Rules of Engagement:** Improve prospective candidate experience and keep your team organized with access to ownership for every prospect profile, along with a history of who on your team has engaged with that prospect in some way.



The screenshot displays the Gem CRM interface. On the left, a LinkedIn profile for Joe Totten is shown, with a 'View in Recruiter' button. The main content area shows a 'Sales Leader Outreach' email sequence draft. The draft is addressed to Joe Totten and includes a personalized message: 'Hi Joel, I came across your profile and wanted to reach out because I love your background at LinkedIn! What teams did you work on while there? Anyway, I was hoping you'd be interested in learning a little bit about Gem. We're a San Francisco-based company building software for the best recruiting teams, including Lyft, Slack, Twilio, Pinterest, Dropbox, and on and on.' The interface also shows a 'Sequences' section with a 'Q1 PM Outreach' draft and a 'People' section with a list of contacts including Joe Totten.



## Targeted Re-Engagement

**Re-engage with Talent:** Search Gem CRM and your ATS to build targeted lists of candidates to re-engage with based on skills, experience, diversity, and geo.

**Nurture Sequences:** Create shared email sequences with automated follow-ups to send periodic, personal content that keeps you top-of-mind for talent.

**Events:** Send invites, track attendance, follow up, and measure who converts into process.

## Analytics

**Measure team performance:** Analyze team activity and track KPIs by reporting on volume and effectiveness outreach. Break down open rates, reply rates, and interested rates by message content, talent pool, and even recipient's gender.

**Full pipeline visibility:** Measure your entire pipeline from reachout to offer-out to track goals, forecast, and understand ROI.

## Diversity

**Track pipeline diversity:** Track gender and URM across your entire pipeline from reachout to offer-out.

**Hit diversity targets:** Create talent pools from sourcing to talent marketing to collaborate on diversity initiatives and track progress towards meeting targets.

**Nurture:** Search and re-engage with talent in Gem CRM and across your ATS to create talent pools, send nurture sequences, and invite to diversity events.

Show applications that had their first **Send** within: **Last Calendar Year** 1/1/2019 - 12/31/2019

Group by: **None**

Breakdown by: **Stage Outcome**

	Gem				Greenhouse			
	Send	Reply	Pre-Interview	Phone Interview	Onsite	Offer	Hired	
▼ Overall	5064 <span>→ -33%</span>	1654 <span>→ -20%</span>	338 <span>→ -51%</span>	171 <span>→ -37%</span>	63 <span>→ -36%</span>	22 <span>→ -55%</span>	12 (0.2%)	
Passed through	1579 (31%)	281 (17%)	105 (31%)	40 (23%)	18 (29%)	12 (55%)	12 (100%)	
Skipped stage	75 (1%)	57 (3%)	66 (20%)	23 (13%)	4 (6%)	-	-	
Waiting	3410 (67%)	1316 (80%)	13 (4%)	8 (5%)	8 (13%)	3 (14%)	-	
Rejected	-	-	84 (25%)	73 (43%)	27 (43%)	1 (5%)	-	
Dropped out	-	-	70 (21%)	27 (16%)	6 (10%)	6 (27%)	-	

To learn more about how Gem can supercharge your recruiting team, visit us at [gem.com](http://gem.com).



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