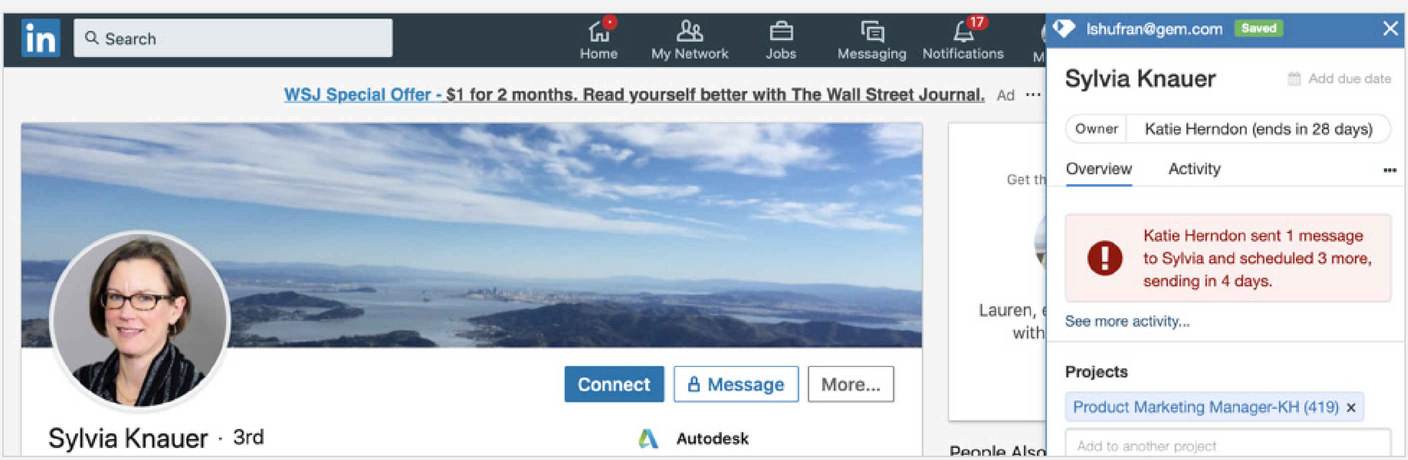
Rules of Engagement in Gem

At Gem, we know how important it is for recruiters to know their team's history with every prospective candidate. That's why our product gives you a complete overview of someone whether you're on their LinkedIn profile, viewing an email conversation with them, or viewing their record in your ATS: *who* (if anyone) on your team has viewed their profile or taken an action with them, who's been in conversation with them recently, when it occurred, and what your teammate's outreach said. We even give you visibility into the prospect's reply so you have all relevant context without ever having to leave their LinkedIn profile: all of it happens in our sidebar.

But with this new visibility into activity history, talent acquisition teams now have to determine best practices around reaching out so that recruiters aren't over-engaging with prospective candidates, overwhelming them, and ultimately injuring the team's talent brand. One of candidates' top complaints about recruiters, after all, is being messaged by multiple recruiters from the same company: the left hand doesn't know what the right hand is doing, which makes your company look bad. For the sake of candidate experience, you'll need to decide when it's "too soon" for a recruiter to reach out after a teammate has done so. As for *implementing* those best practices, that's where Gem's Rules of Engagement (ROE) toolkit comes in.

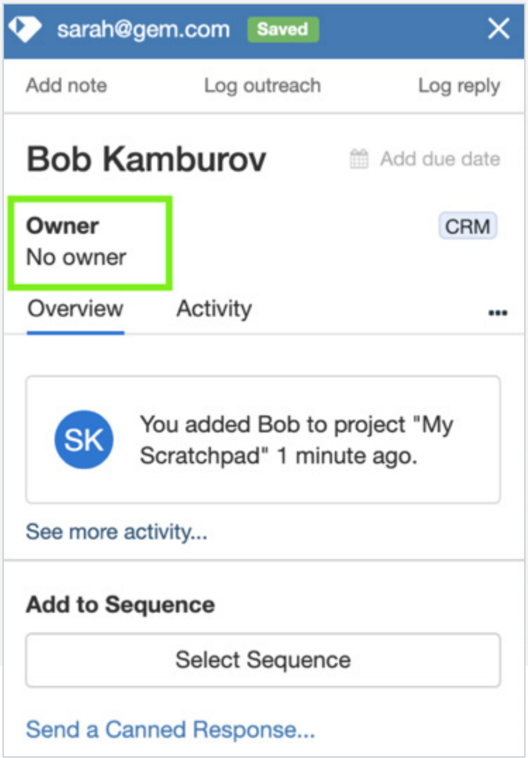
In the Gem sidebar, recruiters can now see whether anyone else on their team owns the relationship with a prospective candidate, as determined by your own custom ROEs (i.e. 30 days after the first message is sent, 60 days after the second message is sent, and 90 days after the third message is sent). At the top of the Gem sidebar, recruiters will see how much longer that ownership lasts, so they don't have to determine for *themselves* if it's okay to reach out—or do the math in their heads.



If no one owns a prospect and a team member either adds them to a sequence or sends them a one-off message, this immediately triggers the rules-of-engagement countdown. Both sequence touchpoints with InMail and email *and* one-off outreach logged in Gem will either kick off your ownership for an unowned prospect, or trigger the next phase of ownership.

Any subsequent stages of your sequence will send as usual and reset your countdown (i.e. 60 to 90 days of additional ownership, depending on whether it's your second or third touchpoint with that prospect, respectively).

If a recruiter tries to sequence someone who's already owned by a teammate, Gem doesn't stop them. We recognize there may be reasons—an event invite, for example—to overlap on messaging to talent; but the original owner will continue to own that candidate.



To learn more about how Gem can supercharge your recruiting team, visit us at gem.com.